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IN THIS ISSUE:

Radio-Tv Billings
36 Top Agencies
Page 27

TvB Underways
Ush Appointed
Page 51

Hits FCC Policy
Diversification
Page 66

URE SECTION
on Page 35

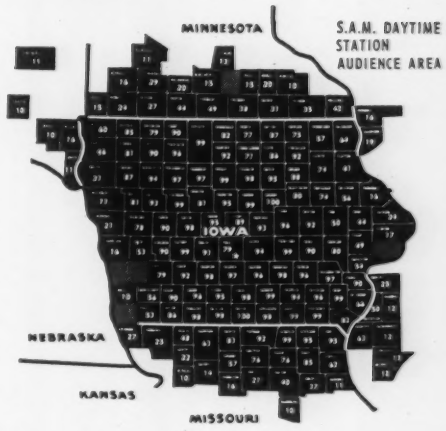
24TH year

Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!

APPAREL SALES PERCENTAGES

7.4%	Cedar Rapids	
5.9%	Tri-Cities	
15.4%	Des Moines	
2.7%	Dubuque	
5.7%	Sioux City	
5.4%	Waterloo	
42.5%	TOTAL METRO. AREAS	
57.5%	REMAINDER OF STATE	
100.0%		

(1954 Consumer Markets figures)



Iowa has six Metropolitan Areas which, all combined, do 42.5% of the State's Apparel Sales, as shown above.

Quite a number of radio stations can give you high Hoopers, etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

At 10 p.m., WHO gives you 77,699 Actual Listening Homes for only $85.50 (9.1 LISTENING HOMES per PENNY!)

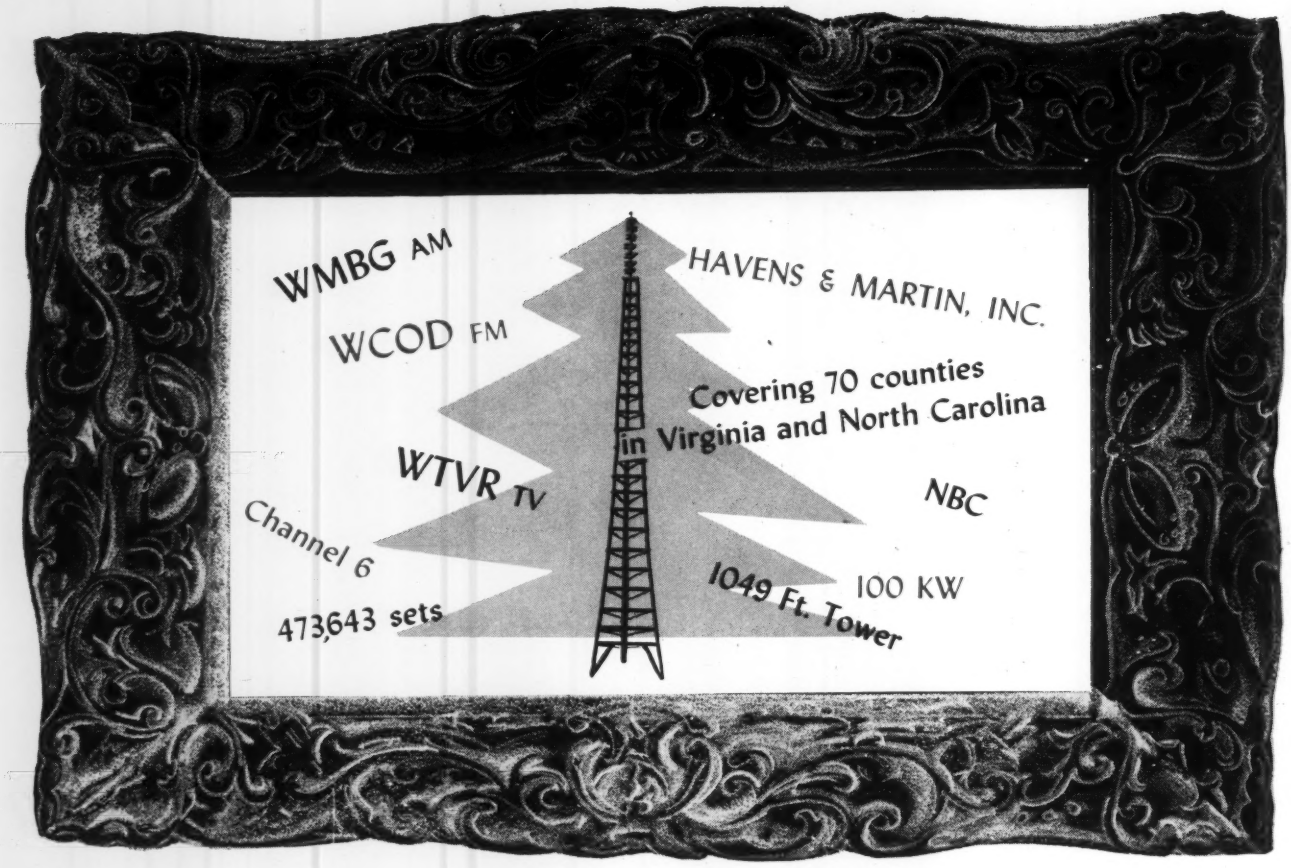
According to the authoritative 1954 Iowa Radio-Television Audience Survey, 77,699 homes *all over Iowa* are actually tuned to WHO at 10 p.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 9.1 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking*, here at WHO.

Ask Free & Peters for all details!

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



HAVENS & MARTIN, Inc. STATIONS

Wish You A Happy Holiday

And to our advertisers let us say that we approach the coming of the New Year with but one resolution—to be of still greater service. For we believe that the real satisfaction that comes from being of service is the assurance that everlasting friendships are created and maintained. The Havens & Martin, Inc. Stations—WMBG-AM, WCOD-FM and WTVR-TV—are deeply proud of their relationship both to business and to the public—a relationship built on the sincere desire to be of service. To what extent we number our friends is the principal measure of our effectiveness as Richmond's only complete broadcasting institution. And so again, the First Stations of Virginia wish you a real Merry Christmas and a full New Year of happiness.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

WJIM TV

FLINT

BATTLE CREEK

CHANNEL 6

SAGINAW

BAY CITY

JACKSON

GRAND RAPIDS

LANSING

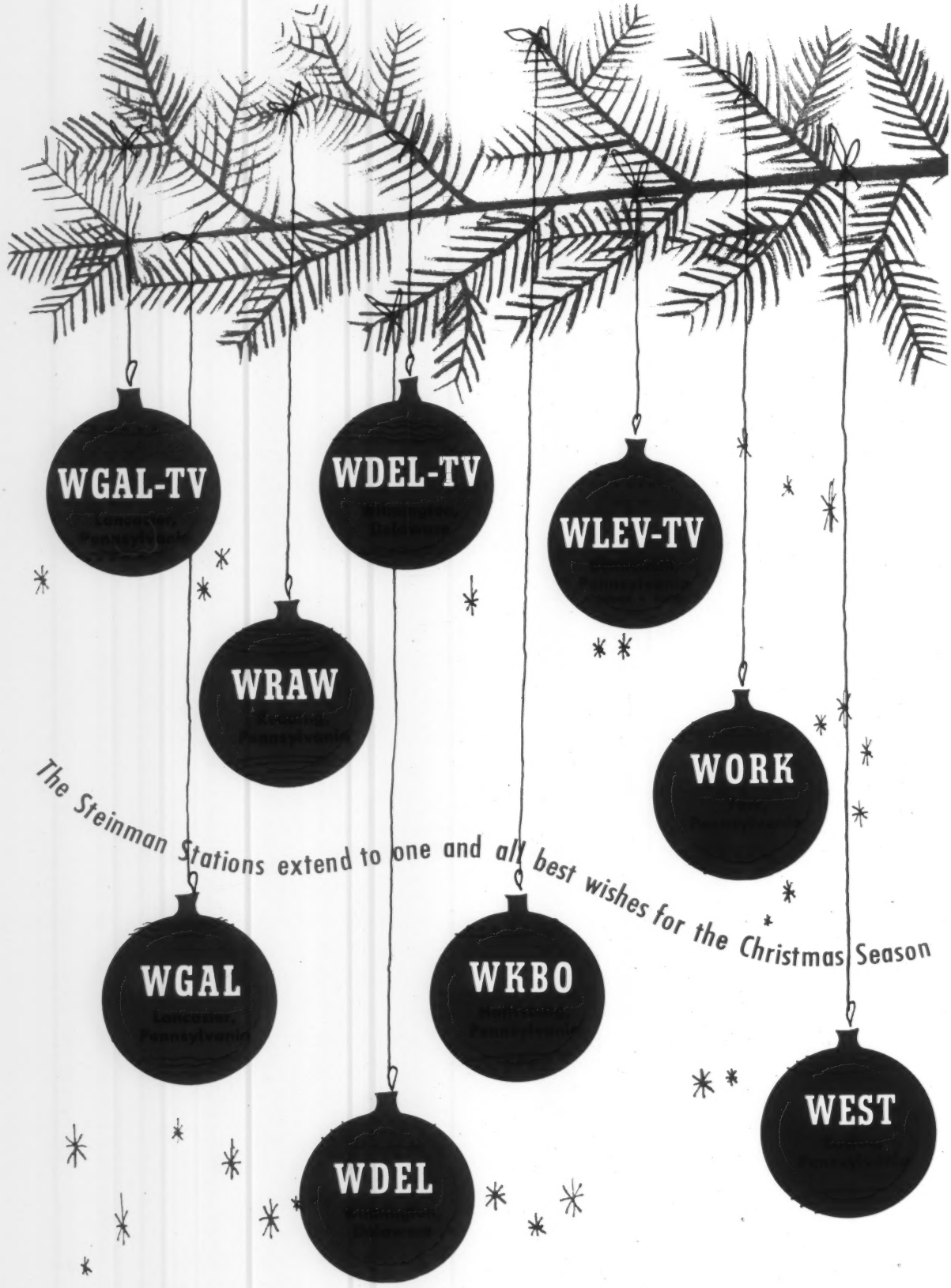
Coverage that Counts!

7 major Michigan markets
for NBC, CBS and ABC

Now 100,000 watts!

Edward Petry & Co., Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.


WGAL-TV
WDEL-TV
WLEV-TV
WRAW
WORK
The Steinman Stations extend to one and all best wishes for the Christmas Season
WGAL
WKBO
WEST
WDEL

closed circuit

MASS CONVERSION • Now that Storer has received FCC approval of seventh tv station, becoming first entity to achieve full quota of five v's and two u's, there's interest in whether he also will be first in mass conversion of vhf sets for uhf reception. Storer organization now is exploring gigantic project for Greater Miami, with decision to be reached before new WGBS-TV (ch. 23) goes to million-watt operation next July (see AT DEADLINE and page 60). From another source, not Storer, comes estimate that outlay of at least $375,000 would be entailed in making full conversions in Miami area, with expense capitalized as part of overall station cost.

B•T

ANNOUNCEMENT expected shortly on appointment of George Y. Wheeler, assistant to vice president at Washington executive offices of NBC, to newly-created post of Washington Representative, RCA, reporting directly to Chairman David Sarnoff and President Frank M. Folsom. He has been with NBC for decade, serving in various station capacities at WRC Washington, and for past several years as assistant to NBC Vice President Frank M. Russell.

B•T

TRAVELING MUSIC • Here was situation Friday on much-discussed Jackie Gleason negotiations: Buick Div. of General Motors and its agency, Kudner, were in discussion with Mr. Gleason and CBS-TV, which has two-year contract with comedian, regarding Buick's desire to become sole Gleason sponsor on Saturday night half-hour film show based on "The Honeymooners" sketches that highlight his present program. One problem: Mr. Gleason's current sponsors, Schick, Nescafe and Sheaffer Pens, don't want to bow out of present show. Decision not expected for two weeks (and Buick doesn't have to tell future plans to Milton Berle, whom it now sponsors on NBC-TV, until Jan. 30). Inside sources also deny report Mr. Gleason is holding out for seat on CBS board.

B•T

FINGER-POINTING critics who've been chanting about alleged beer-wine saturation of radio and tv will be due for shock when NARTB gets through tabulating its huge stack of station questionnaires, judging by present signs. It's doubtful if ratio of beer-wine sportscasts, where these sponsors buy heaviest, will run more than one out of nine. Ratio of beer-wine programs to total sponsored broadcast schedules will be only fraction of sports figure.

B•T

NEW PRICING PLAN • What appears to be new way of vending is being used by ABC-TV for Burr Tillstrom's special hour-long Christmas Day (6-7 p.m. EST) production of James Thurber's "Many Moons" fairy tale. It's being offered to affiliates for local sale—but instead of setting program price for stations, ABC-TV is letting each affiliate set its own. Network then gets 30% of sale price. Of 111 stations offered plan, 63 had cleared by Friday and network said more were coming in. If dollar result is favorable, look for extension to other programs.

B•T

SERIES of plans to ease expense and time-eating demands of industry meetings, now being prepared for NARTB board meeting next month, will include abandonment of annual district meetings in favor of larger-area sessions. There's feeling around association that two-month schedule of circuit-riding staff executives is no longer worthwhile, with members showing increasing apathy. Simultaneously, there is growing enthusiasm for state association sessions. Perennial re-grouping of states by districts will be submitted to board.

B•T

MORE ON MONOPOLY • Republican Sen. William Langer (N. D.) may head Anti-Monopoly Subcommittee of Senate Judiciary Committee at next session even though Democrats will control Senate. Sen. Kilgore (D-W. Va.), who becomes chairman of committee, reportedly looks favorably upon Langer bid. Subcommittee proposes to investigate purported monopolies in communications-electronics from holding company level to individual station ownerships, especially newspaper interests. Kilgore and Langer, despite their opposite politics, nevertheless see eye to eye on most issues.

B•T

IF SEN. LANGER becomes chairman of Anti-Monopoly Subcommittee, it's doubtful whether Howard L. Chernoff, West Coast broadcaster and confidante of Sen. Kilgore, will become subcommittee consultant. He feels chairman should select his own consultant, if any. Mr. Chernoff, who spent most of last week in New York making exploratory study (see story page 60), had no stomach for assignment, but felt he was duty-bound to institute preliminary survey at West Virginia senator's behest.

B•T

POWER BOOSTERS • New Community Broadcasters Assn., out to win FCC approval of boost in Class IV power from 250 w to 1 kw, projects overall maximum cost near $100,000 to pursue plan. Engineering alone (interference study must be made for each of about-900 channels in U. S.) will require full year. Participating stations would be furnished study of their channels, win or lose.

B•T

NBC is still probing and measuring markets before determining where it will apply for its two uhfs. High authority said last week that measurements are being completed in San Francisco and that as soon as reports are in, new appraisal will be made. He denies any present interest in Hartford-New Haven area.

LANDLOCKED • It's evident that land options in number of areas have been procured by one group or another through strawmen for uhf to protect cost should ultimate decision be made for any of tentative sites.

B•T

CBS-TV brass last week again took look at uhf picture in quest of network's second owned and operated uhf outlet. Conversation converged on St. Louis (flat terrain, plus compact metropolitan area) but no decision was reached. Presumably CBS still intends to wait until NBC selects its first u before it decides on its second (having previously made Milwaukee transaction now pending before FCC).

B•T

WARNER LOOKING • Warner Bros., which has been in and out of broadcasting business in last quarter century, apparently is eyeing tv station ownership field. Reports are current that it's looking for desirable properties. Paramount, which owns KTLA (TV) Los Angeles, as well as 28% of DuMont, likewise is understood to be watching television, but its moves will depend upon status of DuMont station ownership, each being charged with other's properties under multiple ownership rule.

B•T

JOHN W. PACEY, former public relations and special features director of ABC, who has joined Ben Sonnenberg, public relations, will continue to work in broadcasting vineyard. He has been assigned to Philip Morris account, including I Love Lucy, Public Defender, My Little Margie.

B•T

OLD SCHOOL TIES • CBS is about to unveil plan whereby it will make periodic contributions to alma maters of junior executives who move up in its organization. Plan, which varies from those of other corporations, would involve contributions from CBS Foundation to colleges as particular individual moves from junior status past pre-determined executive levels.

B•T

PEOPLES Broadcasting Co., subsidiary of Murray Lincoln insurance companies, may acquire more interest than its present 20% in Cleveland Browns, professional football team. One-fifth interest came along with its acquisition of WGAR Cleveland just year ago.

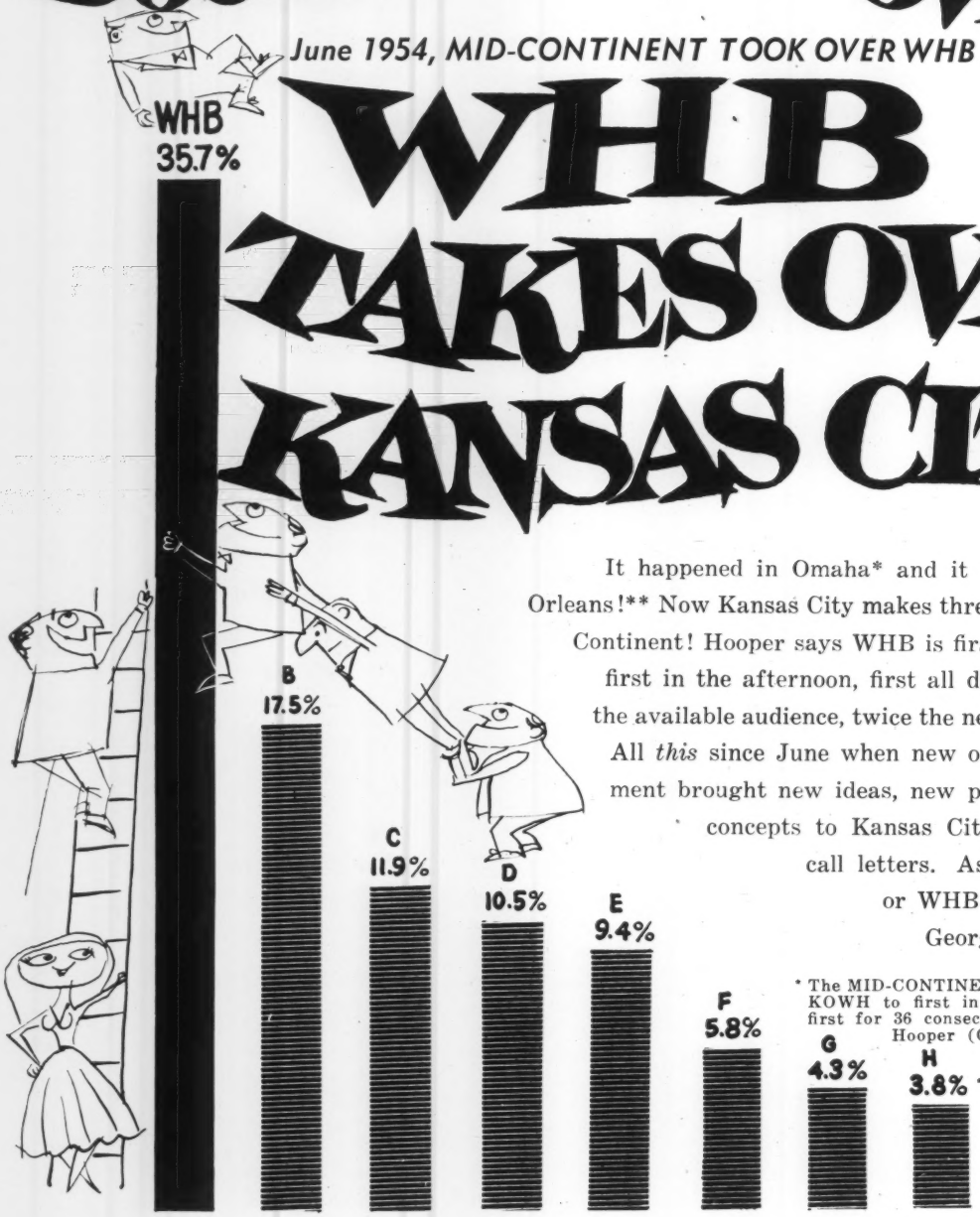
B•T

PAPER WORK • Hoover Commission for reorganization of government agencies is dipping into FCC paper work, including application forms, questionnaires and other documents which elicit detailed operations data. One Hoover Commission task force recently surveyed FCC itself on its functions and on needed legislative reforms. Another currently is querying broadcast trade sources on questionnaires and form data, about which there has been some complaint in recent months.

DOUBLE TAKE-OVER!

June 1954, MID-CONTINENT TOOK OVER WHB . . . And now . . .

WHB TAKES OVER KANSAS CITY



It happened in Omaha* and it happened in New Orleans!** Now Kansas City makes three leaders for Mid-Continent! Hooper says WHB is first in the morning, first in the afternoon, first all day with 35.7% of the available audience, twice the next station's share. All *this* since June when new ownership-management brought new ideas, new programming, new concepts to Kansas City's oldest (1922) call letters. Ask the Blair man, or WHB General Manager George W. Armstrong!

* The MID-CONTINENT FORMULA brought KOWH to first in Omaha; kept KOWH first for 36 consecutive months. Average Hooper (Oct.-Nov., 1954) 45.5%. Next station: 20.5%.

** The MID-CONTINENT FORMULA brought WTIX from 11th to 1st in 10 months. First all-day (21.3%), second station, 17.9%, (Nov., 1954 Hooper).

HOOPER RADIO INDEX—7 AM-6 PM, MONDAY-FRIDAY, OCT.-NOV., 1954

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, *Omaha*	WTIX, *New Orleans*	WHB, *Kansas City*
Represented by	Represented by	Represented by
H-R, Reps, Inc.	Adam J. Young, Jr.	John Blair & Co.

WHB

1,000 watts on 710 kc.

Kansas City, Missouri

at deadline

SARNOFF SAYS ELECTRONICS BUSINESS IS BOOMING AND HEADED FOR 10% GAIN

RCA's 1954 business will be biggest in company history, Brig. Gen. David Sarnoff, chairman of board, said in yearend statement today (Mon.). This year, RCA's total sales will be $930 million, net profits $84 million before federal income taxes and $40 million after taxes, he said. Total dividends declared during 1954 was $22,051,000, of which $18,898,000 was on common stock and $3,153,000 on preferred.

Seven major developments in 1954 were cited by Gen. Sarnoff: (1) introduction of compatible color tv; (2) introduction on market of RCA 21-inch color tube and new receiver using it; (3) bringing to "commercial design stage" RCA magnetic tv tape recorder on which NBC will begin field tests in early 1955; (4) development of "electronic light," which promises "new forms of illumination, and 'cold light' "; (5) development of "electronic light amplifier" (see below); (6) advancement in design of transistors; (7) increased popular interest in high fidelity which will "advance the growth of the phonograph industry in 1955."

In 1954, Gen. Sarnoff said, "the competitive impact of television upon network radio became increasingly apparent." But NBC's "adjustment to the changing circumstances of network radio is well on the way," he said.

"We are confident that radio as a medium will continue to live," Gen. Sarnoff added, "and we expect that NBC will maintain leadership not only in television but in radio as well."

He pointed out that electronics industry in general was booming, with sales for whole industry in 1954 estimated at more than $10 billion. Volume to rise 10% in 1955.

GETTING READY TO PUT A TV SET ON THE WALL

AT LEAST two big companies now are doing laboratory work on the amplification of light. General Electric will demonstrate the principle tomorrow in New York (see story page 80). In photo above, Brig. Gen. David Sarnoff, RCA board chairman, looks at experimental unit in RCA Labs. Electronic light amplification will eventually make it possible, Gen. Sarnoff said, to replace present picture tubes with thin, flat picture screens hung on a wall or in an easel-like frame that can be moved from room to room.

"Each screen," said Gen. Sarnoff in his yearend statement, "will be under complete control of a little box—the size of a jewel case. No electron tubes will be used, only tiny transistors. Simplicity, compactness and flexibility will be features of television."

Gen. Sarnoff said that RCA Labs had, in 1954, amplified light electronically by "ratios of more than 20 to 1." He added that "when that figure reaches 100 to 1, a practical amplifier of light will mark a significant step forward in the science of illumination and television."

Film Buying Group Formed by 40 Stations

NEW tv-station-owned-and-controlled film purchasing company, called Tv Inc., slated to commence operations with New York headquarters Jan. 2, according to Herb Jacobs, vice president and general manager.

Mr. Jacobs said Friday more than 40 tv stations have been committed. He predicted another 10 stations would enter corporation. Joe Floyd, KELO-TV Sioux Falls, said membership would be limited to around 50 stations, at least for present.

Under setup, station members become stockholders by purchasing in amount of own rate card, paying highest one-hour rate. As station's rate increases, it was explained, additional stock may be purchased.

Board of directors of Tv Inc. includes Mr. Jacobs; Mr. Floyd; Gene O'Fallon, KFEL-TV Denver; Tom Bostic, KIMA-TV Yakima; Gene DeYoung, KERO-TV Bakersfield, Calif.; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., and Ed Craney, KXLF-TV Butte, Mont.

Under arrangement, film buying will be headquartered at 9 East 75th St., New York 21. Group or individual station purchasing will be made with savings effected, Mr. Jacobs said, "through concentration of dollar volume purchasing."

• BUSINESS BRIEFLY

'DIGEST' BOUGHT • Studebaker - Packard Corp., South Bend and Detroit, will sponsor *Tv Reader's Digest* over ABC-TV (Mon., 8-8:30 p.m. EST), starting Jan. 17. Agency: Ruthrauff & Ryan, N. Y.

RADIO SPOTS • Colgate-Palmolive Co. (Colgate shave), Jersey City, N. J., placing radio spot announcement campaign to start Jan. 1 for 52 weeks in 50 radio markets. Bryan Houston Inc., N. Y., is agency.

INSURANCE POLICY • Bankers Life & Casualty Co., Chicago, will sponsor Gabriel Heatter newscasts (Mutual, Mon.-Fri., 7:30-7:45 p.m. EST) alternate Tuesdays, starting Jan. 4. Agency: Grant, Schwenck & Baker, Chicago.

SUB SEEKING • *Life* magazine, N. Y., through its agency, Young & Rubicam, N. Y., placing four-day radio and three-day television spot announcement campaign starting Jan. 1 in major markets to solicit subscriptions.

AAAA Reorganizes Regions; Elects Seven Board Members

REORGANIZATION of regional structure of American Assn. of Advertising Agencies announced by AAAA with creation of four regions and 19 local councils to replace previous sectional councils and local chapters. Move was taken to "simplify the association's regional structure and to facilitate local activities."

Seven directors elected to represent four sectional regions on AAAA board. Eastern region will cover councils of Chesapeake, New England, New York, Philadelphia and Southeast; East Central Region, councils of Cleveland, Dayton, Michigan and Pittsburgh; Central Region, councils of Chicago, Rocky Mountain, St. Louis, Southwest and Twin City; Pacific Region, councils of Northern California, Oregon, Puget Sound, Southern California and Spokane. New directors are:

Eastern Region: Donald K. Clifford, president, Doherty, Clifford, Steers & Shenfield, New York (region chairman); W. W. Neal, partner, Liller, Neal & Battle, Atlanta (region governor), and Sture H. Nelson, president, Wm. B. Remington, Springfield, Mass. (New England council chairman). East Central Region: Blount Slade, vice president, Brooke, Smith, French & Dorrance, Detroit (region chairman). Central Region: Hal R. Keeling, president, Keeling & Co., Indianapolis (region chairman), and Vincent R. Bliss, executive vice president, Earle Ludgin & Co., Chicago (region vice chairman). Pacific Region: Ross H. Ryder, president, Ryder & Ingram Ltd., Oakland (region governor).

Sunoco Show Goes Co-op

NBC Radio's *Sunoco 3-Star Extra* (Mon.-Fri., 6:45-7 p.m. EST), sponsored by Sun Oil Co. in 36 markets in 14 states, will be made available to all other NBC Radio affiliates for local sale on co-op basis, effective Jan. 10. Plan is to be outlined to affiliates in special closed-circuit program today (Mon.). Sunoco meanwhile has renewed sponsorship in its 36 markets for 52 weeks, effective Feb. 10, through Ruthrauff & Ryan, N. Y.

THE BADGE

that draws 100,000 letters annually

Meet the man who's "Deputy Dave" to thousands upon thousands of Northern California's younger generation... and a lot of their parents. In song and story, cartoon and interview, Deputy Dave's a fascinating salesman of good morals, good manners, common sense and safety. In the past year some 100,000 letters and cards, and actual deputization by sheriffs in 23 Northern California counties (*that* is *coverage*), have given positive evidence of his impact. He makes sponsors *very* happy, too.

CBS **kpix** CHANNEL 5
SAN FRANCISCO, CALIFORNIA
Affiliated with CBS Television Network
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency

at deadline

KTRM Agrees to Quit Beaumont Vhf Contest

AGREEMENT between KFDM and KTRM, both Beaumont, Tex., leading to withdrawal of KTRM from Beaumont ch. 6 litigation, was signed Friday. This leaves KFDM facing KRIC (*Beaumont Enterprise* and *Journal*) in oral argument on petition for rehearing tomorrow (Tuesday). KTRM reimbursed for expenses in amount of $55,000. Agreement also gives W. P. Hobby, president-chief stockholder of *Houston Post*-KPRC-AM-TV Houston, 18-month option to purchase 32.5% interest in new corporation to be formed following affirmation of KFDM grant and exercise of option by Mr. Hobby. Mr. Hobby was 10% stockholder in KTRM, with option to buy 25% more. D. A. Cannan, present majority stockholder of KFDX-AM-TV Wichita Falls, Tex., is principal in KFDM. Examiner ruled initially in favor of KTRM, but FCC overruled, favoring KFDM on mass media diversifiication issue [B•T, Aug. 9]. Vote was four to three, with minority favoring examiner's ruling.

Rule-Making Proposed On Channel Change Pleas

FCC proposed rule-making proceedings in channel switches in two cases Friday.

Comments were requested by Jan. 31 on (1) request of ch. 41 WROW-TV Albany to allocate ch. 10 to Vails Mills, 20 miles northeast of Schenectady, and (2) counter-proposal of ch. 35 WTRI (TV) Albany to de-intermix tricity area by moving education reservation from ch. 17 to ch. 6, changing WRGB (TV) Schenectady from ch. 6 to ch. 17 and educational WTVZ (TV) Albany from ch. 17 to ch. 6. Comr. Hennock dissented, Chairman McConnaughey not voting.

In other proposal, with comments required by Jan. 14, ch. 30 WCOC-TV Meridian, Miss., asked allocation of ch. 7 to Pachuta, Miss., and WGCM Television Corp., Gulfport, Miss., asked move of ch. 9 from Hattiesburg to Gulfport, with ch. 7 to Hattiesburg. Early in November Laurel Television Co. asked that ch. 7 be assigned to Laurel, Miss. Comr. Hennock did not vote on this one.

Tv Oral Arguments

DISPUTES of major tv contests accented Friday as FCC *en banc* spent day hearing oral arguments on examiners' initial decisions in four cases. Expectation losers will go to court indicated in repeated inquiry by Chairman George C. McConnaughey whether examiners committed "reversible error."

Cases were Fresno, Calif., ch. 12; Madison, Wis., ch. 3; Memphis, Tenn., ch. 3, and Wichita, Kan., ch. 3.

In Fresno case, Broadcast Bureau supported KFRE claim examiner wrongly concluded KARM was better applicant. Bureau also agreed with WISC Madison it should have been preferred over Badger Tv Co. (part interest WIBA), examiner's choice in Madison case. Bureau supported examiners in other two cases although disputing details. In Memphis case, initial decision picked WREC over WMPS while in Wichita contest examiner favored new Wichita Tv Corp. over KFH and KANS. Earlier in week Commission heard arguments on initial decisions for Biloxi, Miss., ch. 13; Chattanooga ch. 3; Corpus Christi ch. 6, and Portland, Ore., ch. 8.

GOING WEST

STRONG hint of Hollywood's rising role in television network programming is seen in quick calculation by NBC-TV showing 30 of its programs being produced there now (including film shows which may be put on network from New York or other points) as against 15 one year ago. This doubling of output is not at expense of New York, which was producing 41 one year ago, is producing 41 now, including three spectaculars.

Bulova Merchandising Awards Announced

KGUL-TV Houston, WVEC-TV Norfolk and WMAZ-TV Macon won top awards in Bulova Watch Co.'s merchandising contest in which 250 tv stations took part, it is being announced today (Mon.). Sixteen additional prizes were awarded in contest, which coincided with introduction this fall of new "Lady Bulova" watches via placement of 20-second spots on stations. With stations' efforts, nearly 10,000 jewelers throughout country received promotional aid.

Competition was divided into three groups, based upon market-rank category in which stations operate. Committee which judged entries was headed by John H. Ballard, Bulova president, and also included Lester Krugman, Bulova advertising manager; Terence Clyne, McCann-Erickson, vice president in charge of Bulova account, and Ferd Ziegler, director of M-E's sales promotion department.

Greenebaum Sells WSAM

SALE of WSAM-AM-FM Saginaw, Mich., from Milton L. Greenebaum to WKMH Inc. (Fred A. Knorr) for $140,000 announced Friday, subject to FCC approval. Mr. Knorr owns WKMH-AM-FM Dearborn (Detroit), WKMF Flint and WKHM Jackson, all Michigan. Mr. Greenebaum owned 33⅓% of WNEM-TV Bay City, Mich., but sold his interest to James Gerity Jr. for $155,000 last month [B•T, Nov. 29].

Pay-See Stay Sought

REQUEST that FCC defer action on Zenith Radio Corp. request that Commission authorize immediate commercialization of subscription tv without rule-making hearing [B•T, Dec. 6] filed Friday on behalf of Joint Committee on Toll-TV. Joint committee, formed in October by theatre exhibitors to oppose subscription tv [B•T, Oct. 25], said it was preparing reply.

Little Tv's Proposed

ESTABLISHMENT of tv "coffee pots," similar to 250-w local radio outlets, suggested Friday when FCC issued notice of proposed rule-making to permit tv stations in cities with populations below 50,000 to operate with 100 w power and no minimum antenna height.

PEOPLE

RALPH R. HOTCHKISS, who has been with Maxon Inc., Detroit, since 1945 as vice president and account executive, devoting most of his time to Gillette television advertising, to Compton Adv., N. Y., on Feb. 15, as vice president. He will work on special assignment, reporting to agency President **ROBERT D. HOLBROOK.**

DONALD H. McCOLLUM, director of client relations, Schwerin Research Corp., N. Y., elected vice president.

BRUCE ENDERWOOD, Biow Co., N. Y., to radio-tv department, McCann-Erickson, N. Y., as tv commercial writer.

FRED M. KIEFER, district supervisor in Pennsylvania and New Jersey for NBC's Merchandising Dept., promoted to assistant manager of department with headquarters in N. Y. **DON L. TURPIN** appointed district supervisor of department's Southeastern territory.

Storer Uhf in Miami Plans Million-Watt Power

FCC Friday approved Storer request to temporarily operate ch. 23 WGBS-TV Miami from facilities of WFTL-TV Fort Lauderdale, pending construction of tower on Miami antenna farm. Earlier in week, Commission approved Storer purchase of WMIE-TV Miami and assets of WFTL-TV Ft. Lauderdale, and reallocated channels so ch. 23 could be used at Miami antenna farm (see early story page 60). Commission also approved construction of 500-ft. antenna for interim operation, and 1,000-ft. antenna with maximum power, both at same location. Storer announcement Friday said operation from 500-ft. antenna is scheduled for Jan. 15, and from 1,000-ft. antenna by July 15. Storer also said it has ordered million-watt transmitting equipment for WGBS-TV. Same order has been placed with RCA for Storer-owned KPTV (TV) Portland, Ore. [B•T, Dec. 13].

Maher Voices Hope NABET And KPIX Will Agree Soon

GEORGE MAHER, executive secretary of NABET, expressed hope in Chicago Friday that dispute with Westinghouse-owned KPIX (TV) San Francisco could be resolved amicably (early story page 77). He told B•T Westinghouse apparently had indicated indirectly it might be ready to resume negotiations with NABET once normal operations are resumed.

Mr. Maher described impasse as one dealing with "work jurisdiction geographically and wages" and said he attended meetings in effort to mediate dispute. Westinghouse has charged workers sabotaged equipment.

Denies CBS Control Charge

COMPLETE denial that any "secret agreement" exists between CBS and new owners of WROW-TV Albany made Friday by WROW-TV in answer to complaint of WTRI (TV) Albany [B•T, Dec. 10]. WTRI asked FCC to withdraw approval of transfer of control of ch. 41 WROW-TV to commentator Lowell Thomas and associates on charge of CBS control. WROW-TV argued Mr. Thomas not controlled by CBS, just employed by network; also that CBS had agreed to affiliate with WROW-TV if switch to ch. 10 is made. WROW-TV has asked FCC to assign ch. 10 to Vails Mills, near Schenectady. WROW-TV also questioned legal standing of ch. 35 WTRI to object to transfer. WROW-TV now affiliated with ABC and DuMont; WTRI with CBS.

the week in brief

$700 MILLION FOR RADIO-TV

That's what the 36 top agencies spent for radio-tv in 1954—B•T's exclusive compilation 27

C. E. HOOPER DIES

Pioneer radio ratings figure killed in Salt Lake boat mishap 32

'CHRISTMAS CAROL' IN COLOR

Picture story: CBS-TV films yuletime traditional 35

RADIO'S BREAKEVEN POINT

Consultant Peter Levin gives a guide for management 41

VITAPIX NAMES HALL

Former CBS man will be vice president-general manager 50C

TvB GETS UNDERWAY

Promotion unit names Cash director of station relations 51

CONVENTION DILEMMA REMAINS

Reaction to B•T analysis shows change in many-meetings schedule will be hard to effect 52

MONOPOLY PROBE CRYSTALLIZES

Sen. Kilgore picks Howard Chernoff to advise investigation 60

A CHEAPER RELAY SYSTEM?

AT&T hints it's creating one 62

FCC REPORTS 1953's GROSS

Am, fm and tv took in $908 million during the year 64

ANPA DECRIES DIVERSIFICATION

Newspapers plan to file brief against FCC policy 66

U. S.-MEXICO TALKS COLLAPSE

No luck yet on standard broadcast agreement 68

WEMP WILL BUY WCAN

Price: $250,000 72

STRIKE AT KPIX (TV)

NABET technicians walk out; sabotage alleged 77

15 TAKE EXTENDED MARKET PLAN

CBS-TV signs first stations to new affiliation pact 78

WGAR, CBS RENEW

Agreement ends speculation of shift to Storer's WJW 79

departments

Advertisers & Agencies	27	For the Record	82	Our Respects	20
At Deadline	7	Government	60	Personnel Relations	77
Awards	76	In Review	12	Professional Services	76
Closed Circuit	5	Manufacturing	80	Programs & Promotion	81
Editorial	98	Networks	78	Program Services	58
Education	77	On All Accounts	24	Stations	72
Feature Section	33	Open Mike	18	Trade Associations	51
Film	50-C				

coming in b•t

THE GEORGIA MARKET STORY

Second in B•T's series on expansion below the Mason-Dixon line ... Dec. 27

Broadcasting Publications Inc.
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THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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Annual subscription for 52 weekly issues: **$7.00.** Annual subscription including BROADCASTING Yearbook (53d issue): **$9.00,** or TELECASTING Yearbook (54th issue): **$9.00.** Annual subscription to BROADCASTING • TELECASTING, including 54 issues: **$11.00.** Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: **$3.00 per copy.**

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

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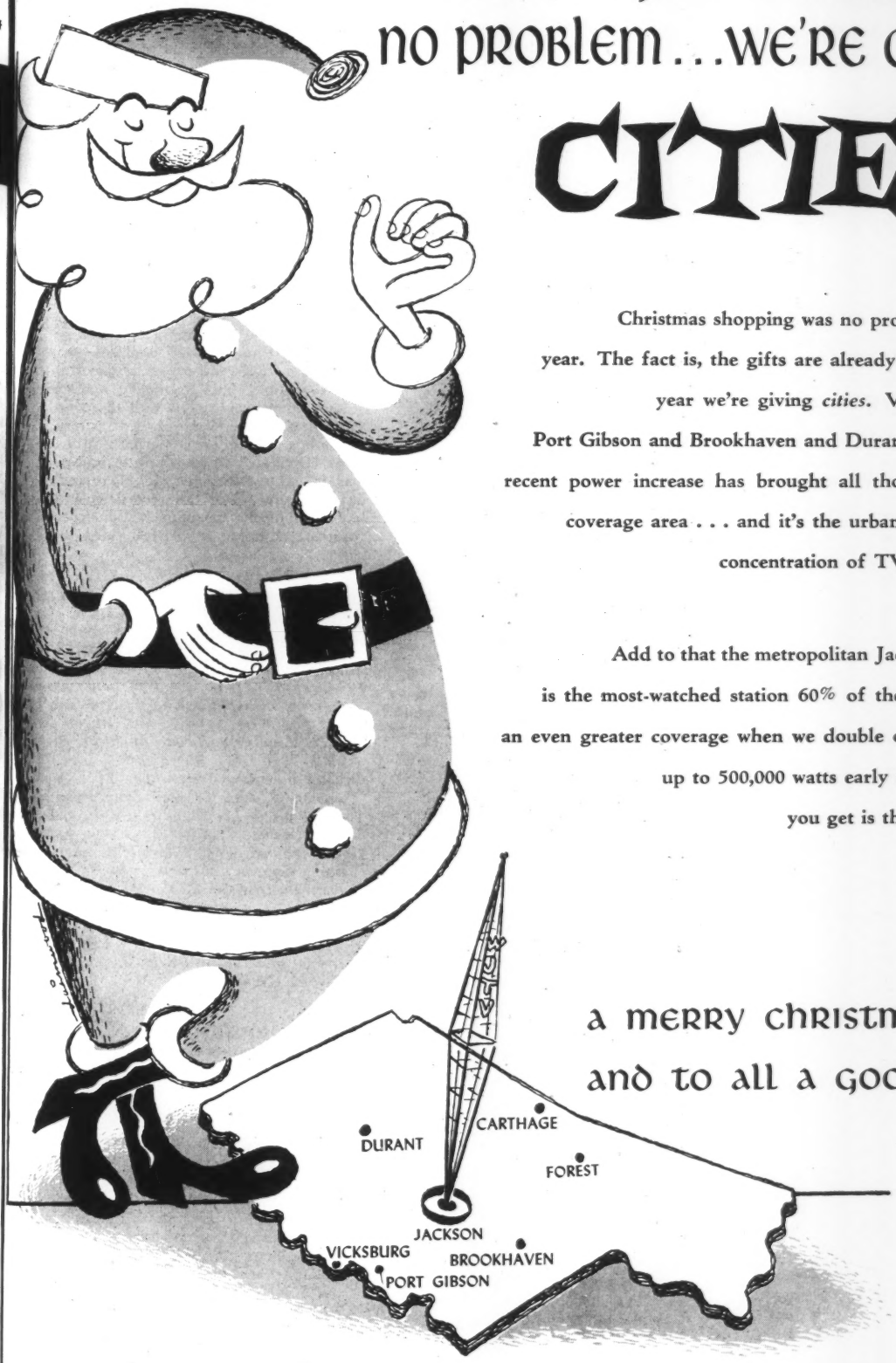
the ad man who's got everything?

no problem...we're giving him

CITIES!



Christmas shopping was no problem around our place this year. The fact is, the gifts are already delivered . . . because this year we're giving *cities*. Vicksburg, for instance, and Port Gibson and Brookhaven and Durant and a lot of others. Our recent power increase has brought all those cities into our primary coverage area . . . and it's the urban centers where the greatest concentration of TV sets is found in this area.

Add to that the metropolitan Jackson market, where WJTV is the most-watched station 60% of the time*. Then add to *that* an even greater coverage when we double our present power and step up to 500,000 watts early in 1955 . . . and the answer you get is this: WJTV is offering . . .

a merry christmas to all . . . and to all a good buy!

* October, 1954, *Pulse*

WJTV

CHANNEL 25 • JACKSON, MISS.

JAY SCOTT, GENERAL MANAGER
FRANK WILLIS, COMMERCIAL MANAGER

Owned by Mississippi's two state-wide newspapers
The Clarion-Ledger • JACKSON DAILY NEWS

Represented Nationally by the Katz Agency

BASIC CBS AFFILIATE and DUMONT

COVER
NORTH
CAROLINA'S
Rich, Growing
"GOLDEN
TRIANGLE"

with
WSJS
TELEVISION
CHANNEL 12

a 24-county market with
retail sales of $1,028,000,000.

(Sales Management 1954
Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected
Television Affiliate

National Representative:
The Headley-Reed Company

BACKGROUND

ON DEC. 12, commentator Joseph C. Harsch took a general issue (the U. S. State Dept.'s Foreign Service), illustrated it with a particular case (the dismissal of career diplomat John Paton Davies) and gave viewers of his *Background* series a fine half-hour of comprehensive, interesting information.

Mr. Harsch's show is consistently good. Last week's *Background* was made particularly so by the use of film clips made all over the world.

Theme was the current low morale in the Foreign Service and the reluctance of qualified personnel to enter it as a career. Main reasons for these situations, as developed by Mr. Harsch, are insecurity and criticism—that an action one might take today in good faith might be suspect 10 years from now.

Mr. Harsch documented the general issue with reports by correspondents in London, Paris and Tokyo, who relayed the opinions of embassy personnel there; by conversation with Columbia U. students of international affairs, and in an interview with Henry Riston, president of Brown U., who studied the Foreign Service for the State Dept. and suggested changes to better its operation.

The particular case was presented through interviews with Mr. Davies (filmed before the Lincoln and Washington memorials in Washington, D. C.), with Mrs. Davies (filmed with her children in Lima, Peru), and with Maj. Gen. Patrick Hurley (ret.) (filmed in his Santa Fe, N. M., home), who was one of the first to criticize Mr. Davies.

Mr. Harsch's commentary was unobtrusive and effective. Filming was good, but the audio, which in some spots was very noisy, could stand improvement.

NBC-TV, three out of four Sundays, 5:30-6 p.m.
Producer: Ted Mills.
Director: John Goetz.
Managing editor: Reuven Frank.
Commentator-analyst: Joseph C. Harsch.

DATELINE

ALL-STAR benefit shows are apt to be strong on name talent, graciously appearing and taking bows, and weak on entertainment.

"Dateline," colorcast on NBC-TV last Monday as one of the *Producers' Showcase* series, was definitely a benefit. For allowing the program to participate in the ceremonies of dedication of the Overseas Press Club's Memorial Press Center in New York, the club benefited to the tune of $100,000. But "Dateline's" stars remembered the audience as well and provided 90 minutes full of enjoyment for every viewer.

There was comedy, getting the show off to a fast start with a series of black-outs highlighted by H. V. Kaltenborn interviewing Napoleon after Waterloo, with Napoleon declaring "You can't win 'em all" and Elsa Maxwell interviewing Leif Ericson on the discovery of America—"It's a nice place to discover but I wouldn't want to live there." Bob Hope delivered a typical gag-filled monologue and Sid Caesar was guest on a burlesque session of *Meet the Press.*

There was drama, notably a playlet written by Robert E. Sherwood about the man who was probably the best known and certainly the best loved of all foreign correspondents—Ernie Pyle, realistically and sympathetically acted by Ray Walston. There was ballet, which provided a gay take-off of a "Steve Canyon" comic strip sequence.

There was popular music: Eddie Fisher (in Hollywood) singing a medley of pop tunes for his brother (in New York and in uniform); Martha Raye singing "Blues in the Night" (introduced as the number most requested during her wartime appearances on the foxhole circuit); Perry Como singing the new hit "Home for the Holidays."

There was more serious music—although just as popular in the broad sense of the word. Richard Rodgers leading the orchestra in a stirring rendition of his *Victory at Sea* music (and Mr. Como singing the "No Other Love" part); Marian Anderson singing "He's Got the Whole World in His Hands."

There were tributes to the foreign correspondents of the print and broadcast media, tributes delivered by President Eisenhower (filmed in advance in Washington) and in person and on-the-spot by Carl Sandburg and Henry Ford II. There was "The Pilots' Creed," read by Col. Philip Cochran, after whom Milton Caniff modeled his cartoon character Flip Corkin.

And there were brief glimpses of the top by-liners of the nation, including Hal Boyle, Bob Considine, Inez Robb and many more.

Sure, there were a few dull moments, a few sorry jests, a few scenes where pathos turned to bathos. Nothing is perfect. But by and large "Dateline" was a show to enjoy while it was on and to remember with pleasure for many days to come. For the record, this reviewer, like most of the "Dateline" audience, saw the colorcast at home in old-fashioned black-and-white.

Production costs: $200,000.
Broadcast on NBC-TV, Dec. 13, 8-9:30 p.m. EST.
Sponsored by RCA through Kenyon & Eckhardt and Ford Motor Co. through J. Walter Thompson Co.
Producer: Fred Coe, for NBC, in cooperation with Overseas Press Club of America; executive producer for NBC: Jack Rayel; director: Alan Handley; associate producer: Bill Nichols.
OPC Production Committee: Bob Considine, Edward R. Murrow, John Daly, Fleur Cowles and Patricia Lockridge Hartwell, assisted by Eileen Lange.
Choreographer: Tony Charmoli; scenery: Theodore Cooper; costumes: Rose Bogdanoff; makeup: Dick Smith; music conductor: Harry Sosnick.
Ernie Pyle sketch written by Robert E. Sherwood; dedication written by Carl Sandburg; special material by David Shaw, Jim Fritzell, Everett Greenbaum.

12:32 A.M.

WESTINGHOUSE's *Studio One* through the years has racked up a commendable list of successes, demonstrating a willingness to undertake any type of story or production. And it's only natural that some so-so offerings have resulted. Last Monday night's "12:32 A.M." belongs in this latter category.

The story idea was good; its execution was not. "12:32 A.M." plunged headlong into the problem of adult-child relations. A 10-year-old, exposed to his father's haranguing, and forced to witness parents quarreling, disappears from his home for several hours in quest of a weapon with which to slay his father.

Certainly, patricide in the heart of a child is a delicate enough subject as well as an extreme situation. It demanded both tact and pyschological accuracy in presenting the story. However, "12:32 A.M." rectified the whole matter in the last few minutes of the hour with appalling simplicity. There's a fatherly smile, a kiss and a fadeout. This may well have left many a parent with that feeling of helplessness in view of his own inability to cope with lesser child problems.

Among other flaws was the program's version of police procedure in attempting to locate

Season's Greetings

WFAA-TV
Channel 8 · Dallas

EVEN SHERWOOD FOLKS WATCH

W·H·E·N TV

Under the greenwood tree the arrows rust — Sherwood's yeomen have found a better target than poached venison!

Talk about robbing the rich to aid the poor! Everyone's rich in Sherwood these days, rich in laughter and living. And nobody worries about the Sheriff — he can't take away Channel 8.

As in 250 similar upstate communities, the men and maids of Sherwood open their hearts and their purses to WHEN-TV. And though good English gold is as scarce in those parts as an armored horse, there's plenty of that rustling green stuff in Sherwood — and we don't mean leaves!

(Psst! Interested in a fast buck in Sherwood?)

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A MEREDITH STATION

Everybody WATCHES W·H·E·N TV

CHANNEL 8
SYRACUSE, N.Y.

a boy missing for a matter of hours. Teacher, storekeeper, doctor, nurse and neighbors, in a seemingly endless parade, were routed from bed and brought to the precinct house in the middle of the night. No one during the play thought to check at home should the wanderer return.

On the credit side of "12:32 A.M." were good acting performances by Van Dyke Parks as the boy, Don Gibson as his father, and Katharine Bard as the mother. Miss Bard at times tended to revert to soap opera emotions, but managed to handle more than adequately a large speaking part.

A nice touch was the varying accounts of the same incident by the play's characters. The storekeeper pictured himself as genial, the doctor was friendly, etc.—self-descriptions that were subtly contradicted by others.

Estimated Production Cost: $35,000.

Producer: Felix Jackson; Director: Franklin Schaffner.

Writer: Reginald Rose.

Cast: Van Dyke Parks, Katharine Bard, Charles Aidman, Connie Lembcke, Don Gibson, Zamah Cunningham, Joseph Sweeney.

Sponsor: Westinghouse Electric Corp. through McCann-Erickson.

★ ★ ★

BOOKS

TV STATIONS, by Walter J. Duschinsky. Reinhold Publishing Corp., New York. 136 pp. $12.

TO BUILD a tv station, don't start with blueprints but with a master plan of operational policy, formulated by a top management group organized by the prospective tv station owner and including financial, technical and production experts, Dr. Duschinsky advises.

"First the planning organization studies the entire picture of operations for a particular locality. Then, in the light of these factors, it sets down the basic requirements for a truly functional station. After this—and not until this point is reached—a layout is developed. By this procedure, layout is coordinated with everything else about the station—program sources and future production possibilities, specifications for equipment housing, efficient usage of technical facilities, total services offered by the station, management policies, administrative and executive space-needs, the relationship between principal and station areas, etc. . . ."

Subtitled "A Guide for Architects, Engineers and Management," the volume, profusely illustrated with photographs, diagrams and tables of actual tv station plants, discusses both preconstruction planning and post-construction operation. Its appendices include a master plan study for a new uhf tv station. The author, after a career in Europe, came to this country in 1947 as planner and consultant for telecommunications in the UN headquarters in New York. He is currently an associate in the architectural firm of Raymond & Rado and a vice president of W. J. Scripps Assoc., management consultants.

CLEVER INTRODUCTIONS FOR CHAIRMEN, by Lawrence M. Brings. T. S. Denison & Co., New York. 416 pp. $4.50.

INTRODUCTIONS for nearly 250 classifications of speaker, listed alphabetically in the table of contents, from accountants and actors to writers and YMCA executives, comprise the main part of this reference work. Contributed by more than 100 experienced chairmen, the introductions are tested, practical and laden with jokes, puns and anecdotes.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

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FIRST- Anyway you figure it!

CBS-TV unduplicated coverage really pays-off—per October's ARB and Conlan! And with a realistic cost per thousand, you can't go wrong!—Interconnected with network color, December 24th.

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Nationally by MEEKER TV, Inc.

Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50

It's Better when it's **BIG!**

The BIG station in Hawaii is

K P O A

Honolulu

where "Lucky" Luck on WAKE UP HAWAII has more listeners on all Islands than any other radio program heard in Hawaii . . . at any time . . . on any station.

The BIG Station in Eastern Michigan is

W T A C

Flint

where Sleepyhead Ted delivers more listeners per dollar than any other early morning program.

BIG stars mean BIG sales on the BIG Stations

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5000 watts at 630
nationally represented by
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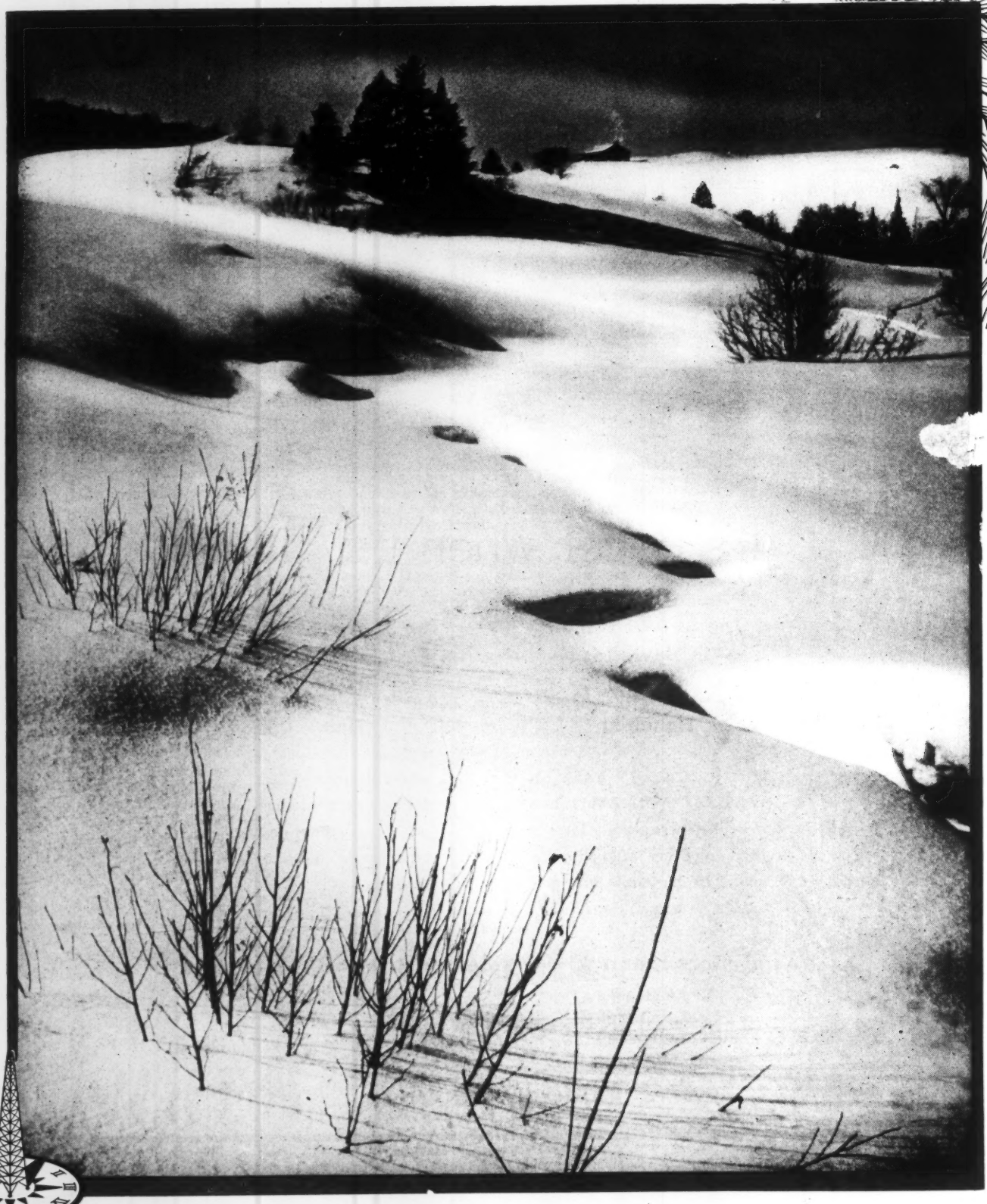

EDWARD PETRY AND CO. INC.

ED

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GREETINGS

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

WSB	Atlanta	NBC
WFAA*	Dallas	NBC
	Ft. Worth	ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC
		ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis	NBC
	St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC

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criterion in the carolinas

is

ALAN NEWCOMB

"Man Around the House"

Accustomed to a "man around the house" in WBTV's **10:30-11:30 A. M.** variety show slot are Carolinas housewives—At that hour Monday through Thursday Arthur Godfrey's got the girls . . . on Friday mornings Alan Newcomb is their man. **Newcomb's 15.0 Telepulse** denotes the desirability of a man around the house on Fridays.

The ladies are on camera, too—Entire memberships of Carolinas women's clubs comprise the studio audiences for Alan and his company of musicians, singers, and guest acts. Competitive audience participation is interspersed with interviews and musical doings of the cast.

No stranger to Carolinas viewers, Alan Newcomb is seen five nights weekly as the late evening weather man and he hosts two other weekly WBTV shows.

Getting to the girls in the Carolinas (with 373,916 sets in the area) **is easy** with a "Man Around the House".

Want a man around 56,087 houses each week for you? **Call:**

CBS TELEVISION SPOT SALES

WBTV

CHARLOTTE, N. C.

The Jefferson Standard Broadcasting Company

OPEN MIKE

Appreciation

EDITOR:

As the year 1954 draws to an end, I would like to express, through your publication, my thanks to the radio and television stations of America generally for the generous assistance they have given to the United States Department of Labor the last 12 months in explaining to the nation's workers, business and industry and the public, the many services the Department is rendering in their behalf.

A particularly noteworthy public service was the radio and television industry's active support of the annual "back-to-school" campaign sponsored by the Department of Labor in cooperation with many state and municipal agencies and school officials. This campaign had a twofold effect:

Reports to me from all regions indicate: (1) A fairly substantial reduction in the number of agricultural child-labor violations of the Federal Wage and Hour Law. (2) A corresponding decrease in absenteeism in the schools during the fall harvest season. This means that thousands of children are now getting the education they are entitled to under our form of government and upon which the future of our country depends.

The radio and television industry is entitled to take much credit for these beneficial results. In fact, the enthusiastic efforts of American stations spread across the border of our good neighbor, Canada. I am in receipt of letters from several Canadian stations. They not only advised me of what they had done, but also offered to give their assistance in the future. For this, too, I hope you will extend my thanks.

James P. Mitchell
Secretary of Labor
U. S. Department of Labor
Washington, D. C.

So Good

EDITOR:

Our sincere congratulations on your feature, "Buying and Selling: Two Viewpoints" in the Dec. 6 issue.

We think this article is so good that we would like to have 25 reprints, if they are available.

Tom Ragland
Radio Sales Manager
WHBQ Memphis

[EDITOR'S NOTE: The reprints have been sent to Mr. Ragland as requested.]

Tv Fan Magazines—Pro

EDITOR:

Enjoyed Earl Abrams' article on television fan magazines. Here in Peoriarea, we have seen a local television publication called *Peoriana* grow by leaps and bounds. . . . First published in March of this year . . . *Peoriana* [now] has a circulation of 20,000. The publication carries only feature stories and listings of Peoria's two television stations.

Morton Cantor
Promotion Manager
WTVH-AM-TV Peoria, Ill.

. . . and Con

EDITOR:

TV-Radio Life, probably the oldest (15 years) and largest (120,000 weekly) independent in the field, takes issue with Earl Abrams' story "Fan Magazines" in your Nov. 22 issue. We feel that his article was slanted, incomplete, inaccurate and misleading.

For the record, every week *TV-Radio Life* gives fans of Southern California a 44-page (half tabloid) magazine which carefully blends local *and* national material. In addition to factual stories, we supply logs which are adequately detailed without being cumbersome.

We outsell by a heavy margin any other similar magazine in this area, our sales having reached an all-time high this past month. We believe this proves that there is a vital place for good independent publications.

We feel that Mr. Abrams' prediction as to the future of the independent magazine—"dubious, undoubtedly"—gives an extremely distorted and damaging impression.

Evelyn A. Bigsby
Editor & General Manager
TV-Radio Life, *Hollywood*

Market Research Means People, Too

EDITOR:

The article "Market Research Means People, Too" by Joe Ward [B•T, Dec. 6] is one of the best I have read in any trade publication in one hell of a long time. I am sure you are going to be deluged with requests for reprints. . . . Please put me down for 25 copies and bill me at whatever rate you decide they are worth. I promise you, we are going to try to put this material to work to get back our modest investment many times over.

I thought, too, the feature about BBDO and the networks also rates a deep bow from the nation's broadcasters. In my opinion, these two articles alone are worth far more than the yearly subscription rate.

I am happy to say that WCAU is winding up a banner year. Our one problem for 1955 will be to beat the record figures we have maintained throughout 1954. Maybe with the help of such information as that contained in those two articles in the Dec. 6 issue, we will make it.

J. S. deRussy
Director of Sales
WCAU Philadelphia

EDITOR:

Please send 300 reprints of "Market Research Means People, Too" [B•T, Dec. 6].

W. F. Danenbarger, President
KNCK Concordia, Kan.

[EDITOR'S NOTE: Reprints of "Market Research Means People, Too" are available at $2 for 50, $3.75 for 100, $3.50 for each additional 100, $17 for 500 and $33 for 1,000.]

Thanks From IFN

EDITOR:

This is "thank you" for the splendid story on the Irish Football Network carried in your issue of Nov. 29.

As the article indicated, we have a rather unique organization in radio today; that's a fact we who are close to it have always known. But it is good to know that—through B•T—our story has been carried to the industry, and we appreciate that.

Joe Boland
Irish Football Network
South Bend, Ind.

G-E BLACK & WHITE CAMERAS PAY OFF 2 WAYS—

1. More complete black & white programming for *more of today's profits.*
2. *Easy, economical conversion to color tomorrow,* or whenever you want to swing over.

THERE, in a nutshell, is the double-barreled investment protection every broadcaster needs today. With G-E you can deliver complete sports coverage and other special events programming and still be paving the way to telecast color. A few parts . . . minimum expense . . . and this camera picks up all the colors of the rainbow.

Remember, General Electric camera economy is just part of the action-packed PYRAMID PLAN. Before you set a color timetable, examine G.E.'s realistic program. It "stairsteps" color facilities . . . it utilizes existing equipment to the fullest.

Make a note to call your local G-E sales representative today. Section X2124-20, General Electric Company, Electronics Park, Syracuse, N. Y. *In Canada, write:* C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

PYRAMID PLAN FOR COLOR TV

Progress Is Our Most Important Product

GENERAL ELECTRIC

BATON ROUGE:
WATCH YOUR SALES
SOAR
in the SOUTH'S
fastest growing market!

POPULATION
1940 88,415
1953 197,000
the FIGURES

RETAIL SALES
1940 ... $ 20,251,000
1953 ... $184,356,000*

RANKS 92nd IN EFFECTIVE BUYING INCOME
HIGHEST PER CAPITA INCOME IN LOUISIANA
WORLD'S MOST COMPLETE OIL CENTER
CHEMICAL CENTER OF THE SOUTH
DEEP WATER PORT
and FACTS

To see your sales reach their greatest heights in this rich petro-chemical market, select WAFB-TV, the *only* TV station in Baton Rouge, with programs from all 4 networks, and our own highly-rated local shows.

Tom E. Gibbens
Vice Pres. & Gen. Mgr.

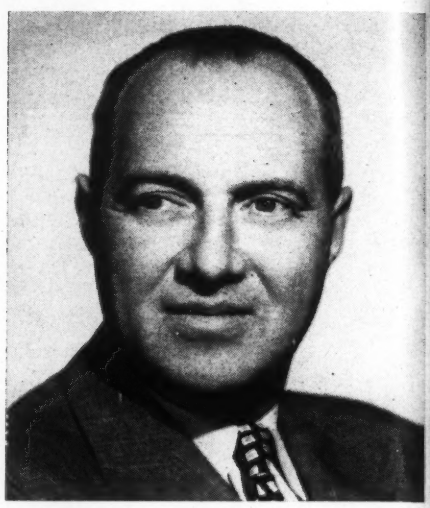
Adam J. Young, Jr., Inc.
National Representative

*East Baton Rouge Parish, Survey of Buying Power, 1954

WAFB-TV
Channel 28
BATON ROUGE, LA.

our respects

to FREDERIC W. WILE JR.



ASKED shortly after World War I by his American foreign correspondent father if he'd like to join the navy, young Frederic W. Wile Jr., born in Berlin and spending the war years in an English boarding school, assumed his father meant the British navy.

With this, the senior Wile returned to the U. S. and enrolled Frederic Jr. in the Notre Dame U. high school division where, among the "Fighting Irish," the boy quickly lost his British mannerisms. "Which was probably what father had in mind," adds Fred Wile Jr., vice president in charge of tv-radio programming, NBC Western Division, Hollywood.

Mr. Wile Sr. was covering Kaiser Wilhelm's war preparations for the *New York Times, Chicago Daily News* and England's Northcliffe press when young Frederic was born in Germany in 1908. As war approached, he shipped his family to the U. S., later having them rejoin him in England after he left Germany with the British embassy staff.

After attending Notre Dame high school and other private and public schools, Fred Jr. entered Princeton U., majored in history and graduated with honors in 1930. Then he entered Harvard Law School.

His father, who was one of radio's first commentators, on WRC Washington, suggested he see a family friend, CBS President William S. Paley. The Monday following graduation Fred Wile Jr. became a CBS publicist.

Later that year another family friend, John W. Garrett, was named ambassador to Italy and offered young Fred a post as his secretary. While in Europe with Mr. Garrett he assisted CBS in several projects, including a broadcast by the Pope, arranged through Guglielmo Marconi, and by interpreting in negotiations between Mr. Paley and the French national broadcasting system. Upon returning to the U. S. in 1931, he rejoined CBS press and public relations department and remained there until he joined Young & Rubicam Inc., New York, as radio publicity manager in 1936.

Six months later, Sylvester L. (Pat) Weaver Jr. also joined Y&R to organize the radio production department, starting a close professional and personal friendship. With radio's tremendous growth, the two organized Y&R's Hollywood radio production office in 1937, returning to New York to reorganize the radio department there the following year.

Following America's entry into World War II, Mr. Wile became associate director of the War Manpower Commission, heading the Washington information office. He also headed the Advertising Council's first radio committee and devised that group's broadcast time allocation plan, which is still in use.

Mr. Wile returned to Y&R for six months before entering the navy as an enlisted man in 1944. After surviving 4½ weeks of boot training he was preparing to ship out when he was recalled to Washington, commissioned and assigned to duty with the Industrial Incentive division, Office of the Secretary.

Separated as a lieutenant in 1946, he returned to Y&R as supervisor of operations until 1949, when Mr. Weaver became NBC vice president in charge of tv. Mr. Weaver persuaded Fred Wile to join him and on Jan. 1, 1950, Mr. Wile was named vice president in charge of programming, NBC, New York.

In 1951 he assumed direction of nationwide production in both radio and tv.

Mr. Wile concisely sums up the transfer to his present position on Jan. 1, 1954, by saying (1) he wanted to come to California, (2) NBC had no major programming executive in Hollywood and (3) it was obvious that the West Coast must supply most of the network's talent and skills.

"Hollywood is a great center of creative talents," he observes. He also points out that through sheer economics it is more practical to have NBC-TV's physical facilities in Hollywood. With the space to build such plants as the new NBC-TV Burbank color studios (which, he comments, is the first color studio to be designed as such from the beginning) and the associated talent and skills concentrated in the area, Hollywood must become the center of much major tv programming.

However, he warns, "I don't think Hollywood will dominate the daytime schedule. There is the time difference between East and West and I also think the form isn't native to Hollywood."

To support his views on the West's growing importance to network programming, he observes that last year 16 programs originated from Hollywood, with the number currently at 33, and future increases in prospect.

The well-traveled, dynamic Mr. Wile recently visited Mexico City where he scouted chances of originating NBC-TV programs from what he terms the growing communications focal point for Latin America. With adequate microwave installations, he feels live originations from Mexico City are only a year off, but until then he plans to use segments filmed in that city in a forthcoming *Colgate Comedy Hour*.

In the California outdoor pattern, Fred Wile Jr. plays golf and spends much time sunning himself and swimming with his wife, the former Bee Canterbury, at their newly-purchased home in the San Fernando Valley's southern foothills. He has two children by a former marriage, Frederic W. III and daughter Halle.

Additionally, friends say he can be found watching motion pictures with deep professional interest when he is not looking at tv or listening to the radio in his office.

holiday greetings from all of us to all of you

Earl Abrams
Raymond Ahearn
Frank Beatty
Dave Berlyn
Audrey Cappella
Barry Christopher
John Cosgrove
Joanne Cowan
Ken Cowan
Rufe Crater
Sally Cralley
George Dant
Bob Deacon
Wally Engelhardt
Rocco Famighetti
Kathy Fisher
Fred Fitzgerald
Bob Foster
Eli Fritz
Frank Gentile
Selma Gersten
Jo Gillitz

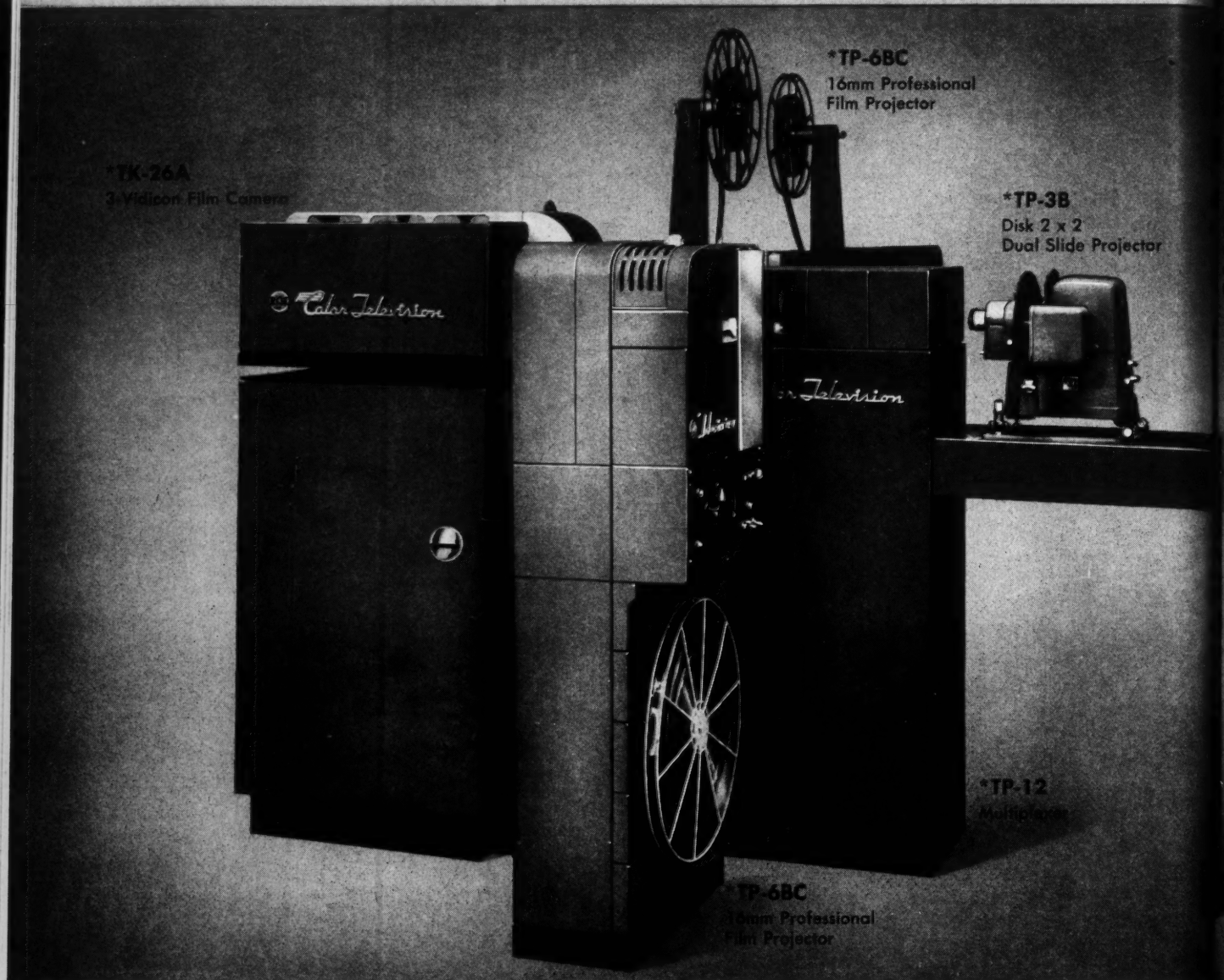
Dave Glickman
Carole Galliani
Gladys Hall
Sid Hix
Harold Hopkins
Ed James
Joel Johnson
Sharleen Kelley
Pat Kirby
Barbara Kolar
Lee Kramer
Wis Lent
Lee Liggman
Maury Long
Eleanor Manning
Wilson McCarthy
Jeannie McConnell
Duane McKenna
Warren Middleton
Irv Miller
James Montagnes
Gwen Moore

Dorothy Munster
John Osben
Peter G. Ponce
Bill Phillips
Bruce Robertson
Louis Rosenman
John Russell
Eleanor Schaedl
Ed Sellers
Joan Sheehan
Florence Small
Harry Stevens
Betty Teitzhoff
Larry Teitzhoff
Ida Tash
Marjorie Thomas
Don Wael
Eunice Weston
Milton Wolf
Norma Wooton
Jessie Young
Sol Teitzhoff

Broadcasting Telecasting

"3-V"*

The Color-TV Film Camera that outmodes all other approaches



NEW SIMPLIFIED DESIGN

The RCA TK-26A uses 3 small, inexpensive Vidicon cameras to handle red, green, and blue individually (see diagram)—and a fixed lens-and-dichroic mirror system—for handling color separation. *Electronic control* assures precise registration of the three cameras for day-in, day-out operation. Here is the color film system that not only handles 16- and 35-mm motion picture film—*but slides as well!*

UNMATCHED PICTURE QUALITY

Resolution and stability are unmatched by any other approach. Gamma is ideal—needs virtually no correction. Color fidelity equals the high-quality standards set by RCA's studio color camera. Exceptional stability and precise picture registration are characteristics that assure simplicity and ease of operation and a minimum of maintenance. Ample reserve of light assures best possible pictures from the densest of films.

NEW, EASY MULTIPLEXING

As simple and straightforward as any monochrome arrangement, the TK-26A includes all facilities needed for color film programming—slides, film, and multiplexer. You can interchange slides, and 16- and 35-mm film—just like you do with black and white.

EMPLOYS STANDARD TYPE PROJECTORS

RCA's TK-26A Film Camera System works with standard type television projectors such as the RCA TP-6BC. You get ample light to handle dense films—and at the same time you avoid complicated projector equipment involving moving optical parts. RCA's equipment operates with "station tested" reliability.

RCA TK-26A

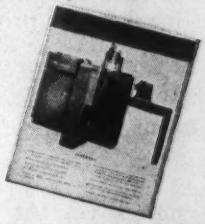
NOW, "STUDIO REALISM" IN COLOR —WITH 16MM, 35MM COLOR FILM AND SLIDES

The search for high quality in a Color-TV film and slide camera is ended!

After several years of intensive work with almost every conceivable approach to color film and slide reproduction, RCA Broadcast Design Engineers have now produced a superior film camera system matched by no other. This is the color film system that has outperformed . . . flying-spot scanners . . . fast pull-down systems . . . continuous motion arrangements . . . in actual side-by-side tests at the RCA Engineering Laboratories. This is the color film system that RCA has now *adopted over its own previous "flying-spot scanner."*

For complete technical information on the TK-26A—the remarkable RCA 3-Vidicon color film camera that outmodes all other approaches—call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

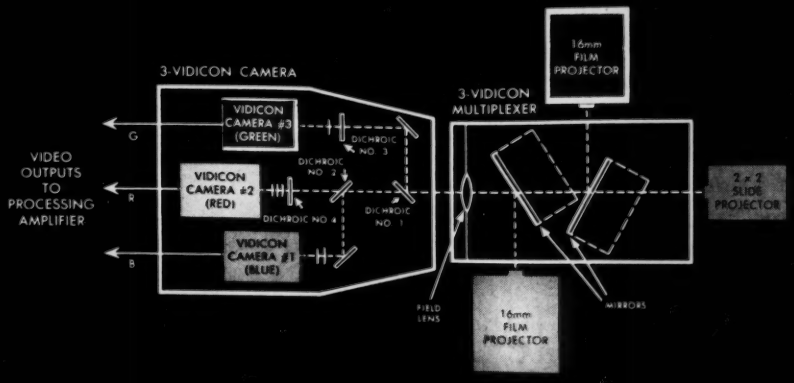
Important for Station Men—new brochure on RCA's 3-Vidicon Camera Chain. Free, from your RCA Broadcast Sales Representative.



RCA Pioneered and Developed Compatible Color Television

How It Works!

Light from either one of three selected color picture projectors passes into the 3-V Multiplexer. A remotely-controlled mirror arrangement reflects the incoming image through a field lens and into the 3-V Camera. Here, dichroic mirrors and color filters "split" the light into three color components—green, red, and blue. Each color component produces a VIDEO signal in a separate Vidicon camera. Video output from each camera then goes into the Processing Amplifier in the camera control unit.



RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N. J.**

Advertisement

From where I sit
by Joe Marsh

Guess It's Called a Safety "Drive"

Whitey Fisher, from the State Motor Vehicle Department, dropped by yesterday to discuss some of our toughest local traffic problems.

"Up at Center Junction," Whitey says, "they've got a brand-new sign that really slows down all the traffic going through their town.

"The sign says, 'At 25 miles an hour, you can drive through Center Junction in 2½ minutes!' It slows people down too—some just take it easy to check on that 2½ minutes, I guess. Hasn't even been a dented fender since that sign went up."

From where I sit, it wasn't what the sign said, but the way it was said. People are usually pretty understanding if they understand what you *mean. It's the same way with differences of opinion. Perhaps your neighbor prefers a temperate glass of beer, and you would choose buttermilk. What I'd like to see is for all of us to "slow down," talk it out, and be respectful of our neighbor's rights.*

Joe Marsh

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BERNICE LEVITAS

on all accounts

IN BROADCASTING since 1939, Bernice Levitas, media director of Doyle Dane Bernbach Inc., Los Angeles, declares, "I love it. It's a part of me. There's something happening every day in this field."

Born and educated in Chicago, she attended Northwestern U. for two years before becoming a legal secretary in 1937. Two years later, she entered radio as executive secretary to Maynard Marquard, station manager of WCFL Chicago, later joining the station's program department as assistant director.

In 1943, her mother's health forced the Levitas family to move to Los Angeles, where she joined NBC as an assistant in the radio recording department.

When her former employer, Mr. Marquard, became head of World Broadcasting System's West Coast operation in 1945, she became his assistant, but returned to NBC as assistant to West Coast Musical Director Hank Russell when Frederic W. Ziv Co. purchased WBS in 1947. About nine months later, Mr. Russell and advertising man Vick Knight formed an agency and Miss Levitas became what she describes as "general factotum," later assuming media director duties.

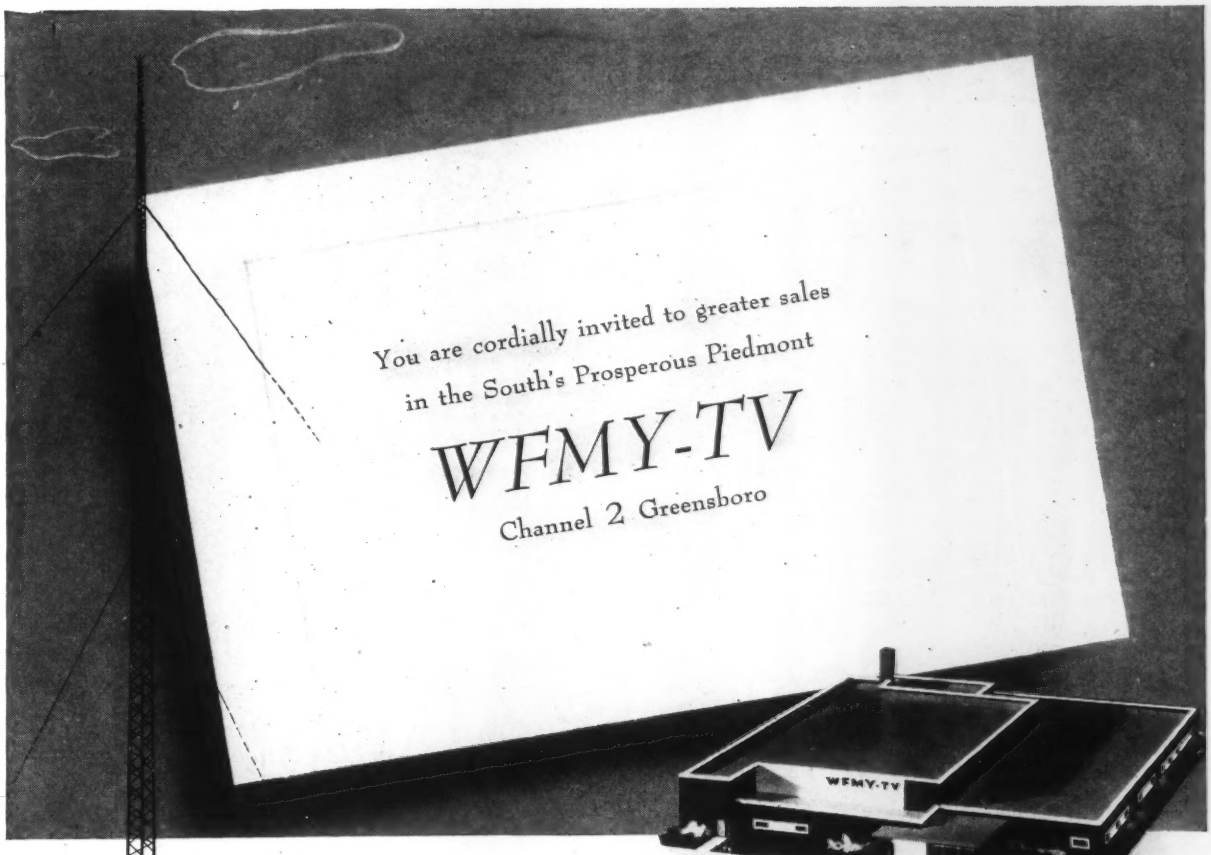
Mr. Russell left the agency in 1948, but Miss Levitas remained until 1952, when she joined Factor-Breyer Co. in a similar position. Last August, when the New York firm of Doyle Dane Bernbach merged with Factor-Breyer, becoming DDB's West Coast office, Miss Levitas remained media director.

Radio is still a good buy, epecially daytime radio, she feels. In Southern California, with its millions of motor vehicles, the out-of-home factor is most importnat.

With Max Factor, Mission Appliance Corp., Ohrbach's Department Stores and Sav-on Drug Stores as DDB clients, Bernice Levitas believes that for advertising campaigns to be concentrated during certain times of the year, spot announcements show the best results; however, programs are better for institutional, year-around advertising, and a combination of spots and programs the most effective in a long run.

She is "very much against" station breaks overloaded with commercials and states this "helps determine our station choice," adding that when four-to-five spots intrude on a single station break, with the advertisers losing all good from their time purchase, DDB actively protests to the offending station.

In her spare time, Bernice Levitas plays what she modestly terms a "below average" golf game, sits on Southern California's famous beaches or "just reads."



A New High In The Prosperous Piedmont

You'll soon have a new high in sales in the Prosperous Piedmont section of North Carolina and Virginia . . . one of the great TV markets in the nation.

With the opening of WFMY-TV's new million dollar facility, everything goes up but price.

Tower up to 1549 feet above sea level for greater coverage; power up to full 100,000 watts to bring 2½ million customers in view. And to help sell your product, there are 39,000 square feet of production facilities . . . with two modern studios, one 30 x 40, one 40 x 60. **All this—and color, too!**

To hit a new sales high in this 2.8 billion dollar market, call your H-R-P man today.

wfmy-tv
Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS
Basic Affiliate

DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH's HOOPERS!

Shreveport has *five* radio stations (and all networks), but recent Hoopers show that KWKH is by all odds the favorite station, locally. And of course KWKH's coverage story really just *begins* at Shreveport's City Limits!

JAN.-FEB., 1954 — SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

S.A.M.S. credits KWKH with 22.3% more daytime radio homes than all other Shreveport stations *combined!* Costwise, KWKH delivers 89.4% more listeners-per-dollar than the next-best station in the area!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTIN
TELECASTIN

December 20, 1954 Vol. 47, N

RADIO-TV'S TOP AGENCIES BILL $699.2 MILLION IN '54

Young & Rubicam, with a combined am-tv figure of $60 million, holds the top ranking. Last year's leader, BBDO, registers just one million less. Figures are from B•T survey, authoritative compilation made the last three years by Florence Small, B•T agency editor.

RADIO-TV's top 36 agencies—representing all which billed in the combined media for at least $5 million during 1954—registered a grand total of $699.2 million for the year. In a switch over last year, Young & Rubicam captured the leadership from BBDO by a comparatively slim margin of $1 million. Y&R billed for $60 million in 1954; BBDO, $59 million.

J. Walter Thompson retained its third place rating with a return of $50 million.

The most spectacular rise this year was recorded by McCann-Erickson, which gained $20.5 million over its previous year's billing to soar from eighth to fourth place. M-E's 1954 radio-tv aggregate is $46 million.

The combined media increase over 1953 is reflected in comparison of available figures for the leading 32 agencies of 1953 and the top 32 in this year's listing of the 36 agencies (see tables, pages 28 and 29). It should be noted that while the current year's compilation runs down to agencies billing at least $5 million, the 1953 listing encompassed those of $6 million or more.

The 32-agency comparisons show:

• Television alone, with a billing in 1954 of $503.2 million was up $131 million over last year's $372.2 million.

• Radio recorded a drop of approximately $16.5 million, totaling $174.9 million. The 1953 radio figure was $191.4 million.

• Though runner-up in combined radio-tv outlay, BBDO continued first in television expenditures with a total in that medium of $46 million, one million dollars more than Y&R.

• Dancer-Fitzgerald-Sample held its traditional supremacy in radio, but by a decreasing margin. Its 1954 total of $15.5 million shaded Young & Rubicam by a half million dollars.

The remaining agencies comprising the top ten in combined am-tv billing in 1954 are: Biow, $33.4 million; Leo Burnett Co., $33.3 million; Wm. Esty Co., $31 million; Benton & Bowles, $29.2 million; Dancer-Fitzgerald-Sample, $28.5 million; and Ted Bates, $27.5 million.

The figures in all cases in this survey include expenditures for time and talent in TELEVISION work and spot. The estimate in each instance is based on information received directly from responsible officials of the agency involved.

The survey this year saw six agencies added to the list of 36 leaders: Tatham-Laird, Erwin, Wasey & Co., Geyer Inc., Grant Adv., Grey Adv., and H. B. Cohen. Two agencies in the 1953 compilation—Cecil & Presbrey and Ward Wheelock—were dissolved in 1954; another, Sherman & Marquette, was reconstituted and appears in the current computation by its new name, Bryan Houston Inc. In an 11th hour merger, McCann-Erickson joined forces with the Marschalk & Pratt agency, effective Jan. 1. [B•T, Dec. 13].

A detailed record of the 1954 activity of each of the 36 agencies in the survey follows:

YOUNG & RUBICAM: Radio-tv billing: $60 million; $15 million in radio, $45 million in television. Radio-tv share of overall billing, 40%.

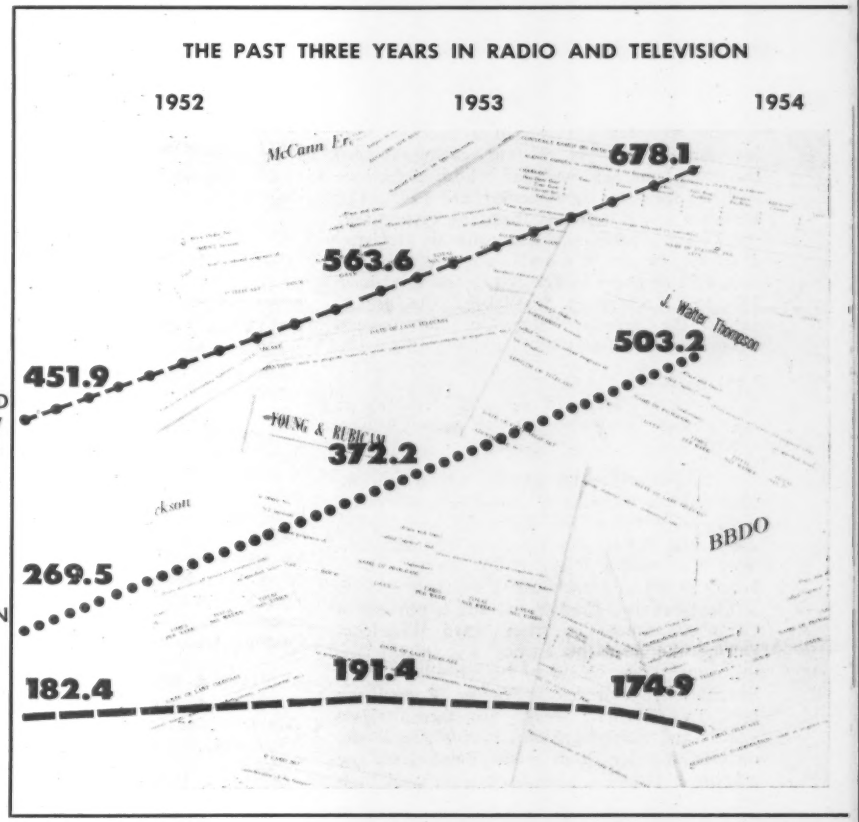
In achieving its first-place status in combined radio-tv billing this year, Young & Rubicam recorded an increase of $11 million over its 1953 tally. With radio holding its ground, television thundered ahead to account for the spectacular advance.

In 1954 the agency secured an increase tion of the General Foods business, as w the Lincoln Continental account (which go into effect in 1955). Among the new grams placed by Y & R during the year *Portia* on CBS-TV for General Foods; *G Window* on NBC for Procter & Gamble; *of Ivy* on CBS-TV for International Harv *Elgin Hour* on ABC-TV for Elgin; *Masqu Party* on ABC-TV for Remington Rand; *J.* on NBC-TV for Borden, and *Father K Best* on CBS-TV for Kent Cigarettes.

BATTEN, BARTON, DURSTINE & OSB(
Radio-tv billing: $59 million; $13 m in radio, $46 million in television. Rac share of overall billing, 35%.

Like the miler who came in second w 3:59 clocking, BBDO registered a remar $9½ million gain but dropped to second by a mere $1 million despite its inc over its 1953 radio-tv billing.

During the year the agency gained the mated $8.5 million Campbell Soup Co. acc from Ward Wheelock while resigning the roid business. New programs placed by B in 1954 include: *Lassie* on CBS-TV and *Ph* on NBC-TV for Campbell Soup Co.; *Ge Eelectric Theatre* on CBS-TV for GE; *Gan the Week* on NBC Radio for Crosley Di Avco; *Norman Spear and His Football I*



casts on 144 television stations on a spot basis for duPont; *Kathy Godfrey* on DuMont for Vitamin Corp. of America; *Stork Club* on ABC-TV for Gemex, and *Robert Q. Lewis* on CBS Radio for the same account.

J. WALTER THOMPSON CO.: Radio-tv billing: $50 million; $12 million in radio, $38 million in television. Radio-tv share of overall billing, 33⅓%.

JWT increased its radio-tv billing a whopping $15 million over last year's figures. The agency in 1954 gained the Sylvania and New York Central accounts, losing Borg-Warner and RCA Victor. For Kraft, JWT placed *Kraft Tv Theatre* on ABC-TV, the *Edgar Bergen Show* on CBS Radio, and *Space Cadet* on NBC-TV. The agency also bought *Norby* on NBC-TV for Eastman Kodak and *Meet the Press* on NBC-TV for Johns-Manville. In addition JWT expanded *Lux Theatre* from a half-hour to one hour weekly on NBC-TV for Lever Brothers (Lux); added *Twenty Questions* on ABC-TV for Florida Citrus, and Sammy Kaye's *So You Want to Lead a Band* on ABC-TV for Brillo.

McCANN-ERICKSON: Radio-tv billing: $46 million; $9 million in radio, $37 million in television. Radio-tv share of overall billing, 40%.

Strongest runner in the 1954 derby, with its $20.5 million increase over 1953 radio-tv billings, McCann-Erickson took over the following five heavily budgeted accounts last year: Nestle Co., Swift & Co. (meats for babies), Derby Foods, Mennen & Co. and Bulova Watch Co. (latter's billing will start effective Jan. 1). The agency resigned the Gruen Watch Co. when it assumed the conflicting Bulova account. During the year M-E bought *Best of Broadway, Shower of Stars,* and *It's a Great Life,* all on CBS-TV, for Chrysler Division. The agency also placed *Halls of Ivy* on CBS-TV for Nabisco.

BIOW CO.: Radio-tv billing: $33.4 million; $5.6 million in radio, $27.8 million in television. Radio-tv share of overall billing, 72%.

Biow recorded a $1.4 million increase over last year's figures, but lost four accounts toward the latter part of the year whose defections will not show up significantly until 1955. The accounts which departed from the agency are: the $5 million Bulova Co. account to McCann-Erickson; Procter & Gamble's Joy to Leo Burnett; Hill Brothers to Ted Bates; and Eversharp Inc. to Cunningham & Walsh. The agency gained the Benrus Watch Co. and Seeman Brothers Airwick account.

LEO BURNETT CO.: Radio-tv billing: $33.3 million; $6 million in radio, $27.3 million in television. Radio-tv share of overall billing, 63%.

During 1954 Leo Burnett Co. tallied a strong $9.3 million increase in radio and television billing over 1953. The agency picked up five substantial bits of new business: Motorola Inc. from Ruthrauff & Ryan; Philip Morris (Marlboro cigarettes) from Cecil & Presbry; Procter & Gamble's Joy from Biow, and a portion of Campbells Soup Co. from Ward Wheelock. During the year the agency also placed the following shows: *Halls of Ivy* on CBS-TV for International Harvester; *Mickey Rooney* on NBC-TV, alternate weeks, for Green Giant (peas) and Pillsbury Flour; *People Are Funny* on NBC-TV for Prom Home Permanent; and *Abbott & Costello,* filmed, on a regional basis for the Campbell Co.

HOW THEY RANK IN 1954

Rank	Agency	Combined Radio-Tv Billings	Radio Only (In Millions)	Tv Only (In Millions)	Am-Tv Share of Overall Billing	Comparison With 1953 Radio-Tv Billing
1.	Young & Rubicam	$60	$15	$45	40%	$11 +
2.	BBDO	59	13	46	35%	9.5+
3.	J. Walter Thompson Co.	50	12	38	33⅓%	15 +
4.	McCann-Erickson	46	9	37	40%	20.5+
5.	Biow Co.	33.4	5.6	27.8	72%	1.4+
6.	Leo Burnett Co.	33.3	6	27.3	63%	9.3+
7.	Wm. Esty Co.	31	5	26	50%	2 +
8.	Benton & Bowles	29.2	8.4	20.8	57%	2.8—
9.	Dancer-Fitzgerald-Sample	28.5	15.5	13	55%	1.5+
10.	Ted Bates & Co.	27.5	7	20.5	40%	3.5+
11.	Kenyon & Eckhardt	22.5	7.5	15	40%	7.3+
12.	Compton Adv.	22.3	5.5	16.8	53%	9.8+
13.	Foote, Cone & Belding	22	5.5	16.5	30%	4 +
14.	Lennen & Newell	20	4	16	50%	2 +
15.	N. W. Ayer & Sons	18	7.5	10.5	15%	4.6+
16.	Cunningham & Walsh	16	3.5	12.5	33%	2 +
17.	Kudner	14	2.6	11.4	35%	1 —
18.	Maxon Inc.	14	3	11	40%	0
19.	SSC&B	13.8	3.8	10	58%	.8+
20.	Ruthrauff & Ryan	13	4	9	25%	3 +
21.	Needham, Lewis & Brorby	11.9	3.6	8.3	41%	.9+
22.	Bryan Houston Inc.	11.5	4	7.5	52%	.5+
23.	Geoffrey Wade	11	7	4	88%	1 +
24.	Campbell-Ewald	10	2.2	7.8	25%	1.5+
25.	Weiss & Geller	10	2	8	60%	4 +
26.	Tatham Laird	9.5	1	8.5	68%	*
27.	D'Arcy	8	3.5	4.5	20%	1.5+
28.	Erwin, Wasey	8	3	5	22%	*
29.	MacManus, John & Adams	7	.5	6.5	20%	1 +
30.	Doherty, Clifford, Steers & Shenfield	6	2.2	3.8	52%	0
31.	Geyer Inc.	6	2	4	30%	*
32.	Fuller & Smith & Ross	5.7	.5	5.2	10%	.3—
	SUB-TOTAL (32 Agencies)	$678.1	$174.9	$503.2		
33.	Grant Adv.	5.5	1.5	4	10%	*
34.	Warwick & Legler	5.5	1.3	4.2	44%	1.5—
35.	Grey Adv.	5.1	1.5	3.6	25%	*
36.	Harry B. Cohen	5	2	3	60%	*
	GRAND TOTAL (36 Agencies)	$699.2	$181.2	$518.0		

* Unlisted in '53

WILLIAM ESTY CO.: Radio-tv billing: $31 million; $5 million in radio, $26 million in television. Radio-tv share of overall billing, 50%.

Wm. Esty in 1954 gained $2 million over its 1953 billing in radio and television, with tv accounting for the increase. Radio billings were down about $3 million. The agency last year took over the General Mills O-Cel-O Sponge division as well as that company's Jet Cereal and Softasilk accounts. Early in April Esty lost Coca-Cola Bottlers of New York to Compton. Esty continues to service the extensive R. J. Reynolds Tobacco Co. (Camels, Cavaliers) business.

BENTON & BOWLES: Radio-tv billing: $29.2 million; $8.4 million in radio, $20.8 million in television. Radio-tv share of overall billing, 57%.

Benton & Bowles registered about $2.8 million less billing in 1954 compared with its 1953 record. In a general reshuffling General Foods withdrew a number of products to its other agencies while naming B & B to handle Post Cereals Division, Grape Nuts, Grape Nut Flakes, Post Wheatmeal, Krinkle and Corn Fetti. B & B placed, during the year, *Concerning Miss Marlowe* on NBC-TV for P & G, *December Bride* for Maxwell House Instant Coffee on CBS-TV, *Doug Edwards & the News* on CBS-TV for Crosley division of Avco, *Galen Drake* on CBS Radio for General Foods, *Our Gal Sunday* on CBS Radio for P & G.

DANCER-FITZGERALD-SAMPLE: Radio-tv billing: $28.5 million; $15.5 million in radio, $13 million in television. Radio-tv share of overall billing, 55%.

D-F-S increased its billing $1.5 million during 1954, shifting some of its radio billing into television. However, the agency still is the leader in radio outlay by the slimmed-down margin of a half million dollars. During the year D-F-S gained the Best Foods and

HOW THEY RANKED IN PREVIOUS YEARS

Agency	Combined Am-Tv Billing (In Millions) 1953	1952	Radio Only (In Millions) 1953	1952	Tv Only (In Millions) 1953	1952	Am-Tv Share of Overall Billings 1953	1952
1. BBDO	$ 49.5	$ 40	$ 14.5	$ 13.5	$ 35	$ 26.5	40%	40%
2. Young & Rubicam	49	36	15	12	34	24	35%	35%
3. J. W. Thompson Co.	35	27	13.5	13.5	21.5	13.5	24%	24%
4. Benton & Bowles	32	30	11.8	10.5	20.2	19.5	60%	60%
5. Biow Co.	32	30	8	10.5	24	19.5	60%	50%
6. William Esty & Co.	29	28	8	10	21	18	50%	50%
7. Dancer-Fitzgerald-Sample	27	26	18	17.5	9	8.5	55%	55%
8. McCann-Erickson	25.5	25	8	8.7	17.5	16.3	40%	40%
9. Ted Bates & Co.	24	15	6	6	18	9	60%	50%
10. Leo Burnett Co.	24	18	7.2	9	16.8	9	50%	50%
11. Foote, Cone & Belding	18	20	8	10	10	10	30%	30%
12. Lennen & Newell	18	15	4	3	14	12	55%	50%
13. Kenyon & Eckhardt	15.2	14.5	5.6	5.5	9.6	9	28%	27%
14. Kudner Agency	15	15	4.8	4.8	10.2	10.2	35%	35%
15. Cunningham & Walsh	14	10	4	4	10	6	33%	33%
16. Maxon Inc.	14	11	4.2	4.4	9.8	6.6	40%	40%
17. N. W. Ayer & Son	13.4	12	6.5	6	6.9	6	14%	14%
18. Sullivan, Stauffer, Colwell & Bayles	13	10	3	4	10	6	50%	50%
19. Compton Adv.	12.5	8	5	4.5	7.5	3.5	30%	26%
20. Needham, Louis & Brorby	11	8	4.5	3	6.5	5	45%	40%
21. Sherman & Marquette	11	7.5	3.5	2.5	7.5	5	50%	50%
22. Geoffrey Wade (Not listed in 1952.)	10		6.5		3.5		90%	
23. Ruthrauff & Ryan	10	7.5	5	3.2	5	4.3	23%	25%
24. Cecil & Presbrey	9.5	8	1.5	3.6	8	4.4	50%	50%
25. Campbell-Ewald	8.5	7	1.8	1.8	6.7	5.2	25%	25%
26. Warwick & Legler	7	7	1.5	3	5.5	4	50%	50%
27. D'Arcy Adv.	6.5	7	2.5	3.5	4	3.5	25%	25%
28. Doherty, Clifford, Steers & Shenfield (Not listed in 1952.)	6		1.5		4.5		55%	
29. Fuller & Smith & Ross	6	3.4	1.5	0.9	4.5	2.5	15%	15%
30. MacManus, John & Adams (Not listed in 1952.)	6		2		4		33%	
31. Ward Wheelock Co.	6	6	2.5	3.5	3.5	2.5	55%	50%
32. Weiss & Geller (Not listed in 1952.)	6		2		4		50%	
TOTALS	$563.6	$451.9	$191.4	$182.4	$372.2	$269.5		

Peter Paul (candy) accounts while losing its portion of the Campbell Soup business. The agency bought *Willy* on CBS-TV for General Motors, and continued its radio network shows for General Mills, Sterling Drug and Procter & Gamble. Additionally the agency placed spot for Best Foods and Peter Paul candy.

TED BATES: Radio-tv billing: $27.5 million; $7 million in radio, $20.5 million in television. Radio-tv share of overall billing, 40%.

Ted Bates advanced its billing $3½ million over the 1953 figures for radio and television. The agency captured two new accounts, American Chicle Co. and Hawley Hoop (M & M candies). It also bought *The Line Up* and *Comedy Hour* on NBC-TV for Colgate-Palmolive Co., as well as *Amos 'n Andy* on CBS Radio for CBS-Columbia. Additionally, the firm is responsible for 60% of the sponsorship of *Howdy Doody* on NBC-TV for the following clients: Colgate-Palmolive, Standard Brand, and Continental.

KENYON & ECKHARDT: Radio-tv billing: $22.5 million; $7.5 million in radio, $15 million in television. Radio-tv share of overall billing, 40%.

Kenyon & Eckhardt recorded an increase of $7.3 million in combined radio-tv billing over its 1953 figures. The agency gained five new advertisers during the year: the $5 million RCA-Victor account, Equitable Life Assurance Society, Welch Grape Juice, Shell Oil Co. (institutional) and Schick Electric Razor, the latter to become effective Jan. 1, 1955. K & E in 1954 placed the NBC-TV spectaculars for Ford and RCA Victor. In addition the agency bought *Rin Tin Tin* on ABC-TV for Nabisco. K & E resigned the National Brewing business in the last quarter of the year.

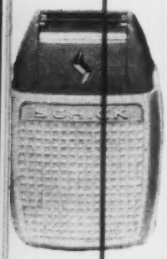
COMPTON ADV.: Radio-tv billing: $22.3 million; $5.5 million in radio, $16.8 million in television. Radio-tv share of overall billing, 53%.

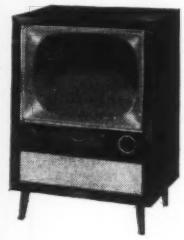
Compton Adv. almost doubled its radio-television billing in 1954 with an increase of $9.3 million in television alone. Although the agency lost its portion of the Campbell Soup account during the year, it also secured the following new business: American Can, Chevrolet Dealers Assn., DeLaney Foods and P & G's Dash. Moreover, the agency placed the formidable radio-television campaign for Procter & Gamble's Gleem, including the *Loretta Young* show and *This Is Your Life* on NBC-TV, and *Search for Tomorrow* and *On Your Account* on CBS-TV. The four network shows were supplemented by $1½ million in radio-tv spots.

FOOTE, CONE & BELDING: Radio-tv billing: $22 million; $5.5 million in radio, $16.5 million in television. Radio-tv share of overall billing, 30%.

The FC&B billing in radio and television rose $4 million over last year's figures. The agency gained the following new business in 1954: a portion of the S. C. Johnson ac-

SOME BIG SWITCHES IN 1954





Borg-Warner (Norge Div.): From J. Walter Thompson to Tatham-Laird. ($4 million radio-tv billings)

Bulova Watch: From Biow Co. to McCann-Erickson. ($5.5 million radio-tv)

Campbell Soup: From Ward-Wheelock to BBDO and Leo Burnett. (No figure available)

Eversharp: From Biow to Cunningham & Walsh. ($2 million radio-tv)

Gruen Watch: From McCann-Erickson to Biow. ($1.5 million radio-tv)

Motorola: From Ruthrauff & Ryan to Leo Burnett. ($3-3.5 million radio-tv)

RCA Victor: From J. Walter Thompson to Kenyon & Eckhardt, Grey Adv. and Al Paul Lefton. (No figure available)

Schick: From Kudner to Kenyon & Eckhardt. ($4.5 million radio-tv)

t; Kraft Foods (dog division); Lever hers' Cream Sauce Mix; New Food ucts; Perkin's Kool-Aid; General Foods od Seasoning), plus the Rheingold increase esented by the expansion of the brewery to the West Coast. The agency lost the r portion of its General Foods account. ng the year, Foote, Cone & Belding placed *Jenny* on CBS Radio for Lever Bros.; ents of morning and Wednesday evening ur Godfrey shows on CBS-TV for Frigid- *Fibber McGee & Molly* on NBC Radio Armour; *Imogene Coca* and *People Are* y on NBC-TV, both for Papermate; *Hall ame* on NBC-TV and CBS Radio for Hall- Cards; and George Gobel on NBC-TV Armour Packing.

NEN & NEWELL: Radio-tv billing: $20 illion; $4 million in radio, $16 million in evision. Radio-tv share of overall billing, %.

nnen & Newell increased its total about nillion over last year's figures. Although agency did not gain or lose any accounts g the year, it advanced its television billing placing the following business: the *Ray er Show* on ABC-TV for Dorothy Gray; *t Dean, Registered Nurse,* on a regional in television for Bromo-Seltzer; and a campaign for Lustre Cream in addition at client's sponsorship of *The Big Payoff* BS-TV. The agency continued to handle Gold's radio and tv shows, as well as ate-Palmolive's sponsorship of *Strike It* and *Chance of a Lifetime,* both on CBS-

N. AYER & SON: Radio-tv billing: $18 illion; $7.5 million in radio, $10.5 million television. Radio-tv share of overall bill- g, 15%.

. W. Ayer's billing was up $4.6 million last year, with most of the increase in tele- n. The agency placed the unprecedented $1 million television show on all four networks for the Electric Co.'s of America to celebrate the Thomas Edison anniversary. Ayer also put Hawaiian Pineapple into television for the first time with participations on the *Art Linkletter* show, and channeled Yardley Products into *Garry Moore* participations on CBS-TV. During '54 N. W. Ayer gained two new accounts: Ohio Oil and the co-operative fund for Plymouth cars. Additionally, the agency bought the Thanksgiving football games on DuMont and Mutual for Plymouth.

CUNNINGHAM & WALSH: Radio-tv billing: $16 million; $3.5 million in radio, $12.5 million in television. Radio-tv share of overall billing, 33%.

C & W was up $2 million over the combined 1953 figure, all of its gains appearing in the tv medium. The agency gained one account toward the latter part of the year, Eversharp Inc., and continued to service its largest advertiser, Liggett & Myers Tobacco Co. (Chesterfield cigarettes), in all its radio and tv activities.

KUDNER AGENCY: Radio-tv billing: $14 million; $2.6 million in radio, $11.4 million in television. Radio-tv share of overall billing, 35%.

Kudner in 1954 dropped $1 million under its 1953 radio-tv billing. The agency loses the Schick Inc. account to Kenyon & Eckhardt, the change to become effective Jan. 1. During the year, Kudner placed professional football on DuMont for Buick, purchased a closed circuit program for General Motors in 60-odd television cities, and bought *Texas Star Theatre* on NBC-TV and pro football games on DuMont for the Texas Co.

MAXON INC.: Radio-tv billing: $14 million; $3 million in radio, $11 million in television. Radio-tv share of agency's overall billing, 40%.

Although Maxon Inc. recorded the same combined billing in 1954 as it did in 1953, the emphasis changed a bit with radio down $1.2 million and television up by the same amount. Maxon lost two accounts toward the end of the year, the Packard business to Ruthrauff & Ryan and Griesedieck Western Brewery Co. (Mo.) to Erwin, Wasey. Maxon received the billing for Packard's NBC-TV show, which ran for 26 weeks. In addition, Heinz and Corning Glass participated in network sponsorship during part of the year.

SULLIVAN, STAUFFER, COLWELL & BAYLES: Radio-tv billing: $13.8 million; $3.8 million in radio, $10 million in television. Radio-tv share of overall billing, 58%.

In 1954 SSC&B added about $800,000 in radio-tv billing to its 1953 returns. The agency gained one new account during the year, Revlon's Silken Net. In the course of the year SSC&B placed Sid Caesar on NBC-TV for Speidel; *What's Going On* on ABC-TV for Revlon; *Make Room for Daddy* on ABC-TV and Doug Edwards and *Meet Millie Carter* on CBS-TV, all three for Pall Mall cigarettes; *Person to Person* on CBS-TV for Noxzema, and *Name That Tune* on CBS-TV for Carter and Whitehall.

RUTHRAUFF & RYAN: Radio-tv billing: $13 million; $4 million in radio, $9 million in television. Radio-tv share of agency's overall billing, 25%.

The radio-tv billing at R & R was $3 million more than in 1953. Although the agency lost its lucrative Motorola account during the latter part of the year, it gained two new valuable accounts: Studebaker-Packard (whose billing will not show up until next year) and the television portion of Auto-Lite. The agency continues to service Sun Oil Co., heavy user of radio.

NEEDHAM, LOUIS & BRORBY: Radio-tv billing: $11.9 million; $3.6 million in radio, $8.3 million in television. Radio-tv share of overall billing, 41%.

This agency increased by $900,000 its radio-tv billing over 1953. Following a general pattern, its gain was accountable to television. NL&B secured the Wilson Meat Packing account during the year while dropping Swift & Co. (Derby Foods). The agency added five-minute newscasts for Kraft Foods Co., renewed *Robert Montgomery Presents* on NBC-TV and *Robert Q. Lewis Show* on CBS-TV, both for S. C. Johnson & Son Inc., and added participations on *Dear Phoebe* on NBC-TV and *Lassie* on CBS-TV for Campbell's V-8 and Pork and Beans. The agency also placed Monsanto Chemical Co. on the *Morning Show* on CBS-TV and Kraft Parkay on *Kraft Tv Theatre* on NBC-TV.

BRYAN HOUSTON INC.: Radio-tv billing: $11.5 million; $4 million in radio, $7.5 million in television. Radio-tv share of overall billing, 52%.

Bryan Houston agency was organized in 1954 as the successor to Sherman & Marquette. Since its formation, Bryan Houston has gained three new accounts: J. P. Stevens, Park & Tilford and Gunther Brewing. The agency registered a half million dollar gain in radio billing over that of S & M last year, all of the additional money showing up in spot radio. The tv billing was the same as that of its predecessor in 1953.

GEOFFREY WADE ADV.: Radio-tv billing: $11 million; $7 million in radio, $4 million in television. Radio-tv share of overall billing, 88%.

The Goeffrey Wade Agency in 1954 raised its radio-tv billing approximately $1 million

1953 total. A heavy radio user, Wade, Miles Lab account, allocated some $4.5 to NBC Radio last September for a network shows. In television Miles participations on the *Garry Moore Show* *Bert Q. Lewis Show*, both on CBS-TV; *Concering Miss Marlowe* and *Mod-ances* on NBC-TV, and Morgan Beatty ont.

ELL-EWALD CO.: Radio-tv billing: illion; $2.2 million in radio, $7.8 mil-n television. Radio-tv share of over-ling, 25%.

ncreased its radio-tv billing by $1.5 over 1953. The agency lost the local et Dealers of New York account during r to Compton Adv., but continued to e Dinah Shore Show on NBC Radio and on for Chevrolet Dealers nationally. et also sponsored the election returns Radio and Television. In addition the put Delco Products Div. of General on radio for the first time, sponsoring Thomas on CBS. C-E is one of the few that showed an increase in radio his year.

& GELLER: Radio-tv billing: $10 mil-$2 million in radio, $8 million in tele-. Radio-tv share of overall billing,

& Geller gained $4 million in television over last year's figures, its radio billing ng about the same. In 1954, Toni, the ccount for W&G, placed the following ows: participations on *Valiant Lady*, Moore and Art Linkletter, all on CBS-sponsorship of *Place the Face* on NBC-BC Radio sponsorship of *Young Widder Stella Dallas, One Man's Family* and Sinatra. On CBS Radio, the agency Toni on the *Our Miss Brooks* show in to retaining the company's sponsor-Arthur Godfrey on Wednesday nights ee morning segments (two simulcasts radio) on CBS-TV. The agency also *Dollar a Second* on ABC-TV for Mogen Wine.

AM-LAIRD INC.: Radio-tv billing, $9.5 on; $1 million in radio, $8.5 million in ision. Radio-tv share of overall billing,

am-Laird, unlisted among the top radio-ertising agencies in the 1953 com-. has soared to contention on the of its new television billing during Effective in October the agency was to handle the Borg-Warner account, with all billing of $4 million. In the course year the agency placed the following: ations on *Ding Dong School* on NBC-Wander Co.; the *Tony Martin Show* on V for Toni's Bobbi; a segment of the *Moore Show* on CBS-TV for Simoniz; ations on *Robert Q. Lewis* and *Bob* shows, both on CBS-TV, for C. A. n & Sons (poultry processor).

Y: Radio-tv billing: $8 million; $3.5 on in radio, $4.5 million in television. o-tv share of overall billing, 20%.

cy's 1954 billing rose $1½ million over 3 record. The past year the agency the following accounts: Standard Oil of , Gordon Baking, Bayuk Cigars Inc. and l Tire (Bolta & Textilether). The agency d no loss of accounts during the year.

N, WASEY & CO.: Radio-tv billing: $8 on; $3 million in radio, $5 million in television. Radio-tv share of overall billing, 22%.

Erwin, Wasey, unrated in the 1953 radio-tv listing, this year established itself impressively in the record with an $8 million total. The agency gained two new accounts in the latter part of the year, Griesedieck Western Brewery Co. (Mo.) and Campana Sales Co. (Ayds), the latter to take effect Jan. 1. During the year Erwin, Wasey bought 22 weekend news programs on ABC Radio for four of its clients: Admiral, Texas Co., Musterole and Gilbert Train Co. Wasey also renewed sponsorship of Bishop Sheen on DuMont for Admiral Corp. and *George Burns and Gracie Allen* on CBS-TV for Carnation Co.

MacMANUS, JOHN & ADAMS: Radio-tv billing: $7 million; $0.5 million in radio, $6.5 million in television. Radio-tv share of agency's overall billing, 20%.

This agency has been bullish in television this year, advancing over last year's overall figure by $1 million. Dow Chemical Co. was the striding giant for the agency in 1954, represented heavily on *Saturday Review, Show of Shows, Today, Tonight* and *Home*, all on NBC-TV. The agency also placed the formidable spot campaign for Pontiac cars, as well as the auto firm's network outlays on the Dave Garroway show, Red Buttons program and Jack Carson show. NBC-TV was the outlet in all three cases. In addition the agency placed Cadillac cars on television for the first time, spending about $200,000 for participations on *Today* and *Tonight*.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: Radio-tv billing: $6 million; $2.2 million in radio, $3.8 million in television. Radio-tv share of overall billing, 52%.

The agency's combined radio-tv billing remained the same as in 1953 but the emphasis shifted to record an increase of $700,000 in radio. New business for DCS&S in 1954 included Pharmaco Inc. (medicated gum), Duff Baking Powder and Playtex division of International Latex Co. The single loss involved the Welch Grape Juice move to Kenyon & Eckhardt. The agency places most of its radio-tv billing in spots.

GEYER INC.: Radio-tv billing: $6 million; $2 million in radio, $4 million in television. Radio-tv share of overall billing, 30%.

Geyer Inc. was not listed among the radio-tv leaders in 1953 but has emerged in 1954 as a rising member of that select group with a $6 million return. During the year the agency placed *Disneyland* on ABC-TV for American Motors and *Danger* on CBS-TV for Kelvinator.

FULLER & SMITH & ROSS: Radio-tv billing, $5.7 million; $0.5 million in radio, $5.2 million in television. Radio-tv share of overall billing, 10%.

F&S&R dropped approximately $300,000 in combined radio-tv billing under last year's figures. The agency placed *See It Now* on CBS-TV for Alcoa, participations on *Home* on NBC-TV for Wearever Foil, American Greeting Cards and Alvco (aluminum cooking) and the *Ray Bolger Show* on ABC-TV for part of the year for Sherwin-Williams.

GRANT ADV.: Radio-tv billing, $5.5 million, $1.5 million in radio, $4 million in television. Radio-tv share of overall billing, 10%.

Unlisted last year, this agency rode into the radio-tv listings in 1954 on an automobile. For the Dodge division of the Chrysler Corp., Grant placed the following business: *Break the Bank* and *Make Room for Daddy* on ABC-TV, *Roy Rogers* on NBC Radio and a substantial spot campaign in both radio and television. In addition the agency placed the dealer funds in co-op schedules locally. In the latter quarter of the year Grant also gained the Dr. Pepper account, heavy user of radio and tv.

WARWICK & LEGLER: Radio-tv billing: $5.5 million; $1.3 million in radio, $4.2 million in television. Radio-tv share of agency's overall billing, 44%.

Warwick & Legler dropped $1.5 million in combined radio-tv billing under its 1953 figures. During the early part of the year the agency cancelled its *Leave It to the Girls* show for Ex-Lax on NBC-TV and shifted the budget into spot campaigns. The agency gained one new account in the latter part of the year, Tapacola, which has been using spot radio and television.

GREY ADV.: Radio-tv billing: $5.1 million; $1.5 million in radio, $3.6 million in television. Radio-tv share of overall billing, 25%.

Grey's radio and television billing soared sufficiently in 1954 to warrant inclusion among the top 36 agencies in radio-tv expenditures. The agency was unlisted in 1953. Among Grey's new accounts in 1954 were Gruen Watch Co.; a portion of the Block Drug Co.; Topps Chews; a portion of RCA-Victor; Necchi & Elena (sewing machines), and Chock Full O' Nuts (coffee). Additionally the agency placed the *Stop the Music* show on ABC-TV for Exquisite Form Bra.

HARRY B. COHEN: Radio-tv billing: $5 million; $2 million in radio, $3 million in television. Radio-tv share of overall billing, 60%.

Harry B. Cohen, unlisted among the leading radio-tv advertising agencies in the 1953 report, has climbed into contention with its $5 million rating in 1954. The agency this year added two new clients to its roster: Block Drug (Amm-i-dent), and Pharma-craft Corp. (toiletries), while resigning the Duff Baking account, which went to Doherty, Clifford, Steers & Shenfield.

Sharp Promotion

ORDERS for short cutter grapefruit knives offered by the Florida Citrus Commission on two radio-tv shows have reached more than 117,362. A total of 115,117 orders resulted from three one-and-a-half minute commercials on the ABC-TV *Twenty Questions* show, with the remainder, 2,245, coming from several 20-second announcements at the end of the Tom Moore MBS *Florida Calling* radio show. Paul S. Patterson, director of advertising for the commission, who released the figures, cautioned against interpreting the effectiveness of the two shows. He said that *Twenty Questions* is essentially a grapefruit show and the announcements were longer and more complete, while the Tom Moore show has been selling oranges. The commission early this month in effect renewed the Moore contract for a 13-week period.

C. E. HOOPER VICTIM IN FREAK MISHAP

Pioneer in radio-tv ratings dies in Salt Lake boat accident.

C. E. HOOPER, 56, radio pioneer, whose name became a byword in the ratings field, was killed last Wednesday in a boat accident at the lakefront Duck Club of the Great Salt Lake, Salt Lake City, Utah. Mr. Hooper, from accounts by Frank McLatchy, KSL Salt Lake City, a member of the party on the trip, climbed out on a sand bar to free their grounded boat, and was struck in the head by the whirling propeller. He was taken to Latter Day Saints Hospital, where he died a few minutes after arrival.

James L. Knipe, executive vice president and general manager of C. E. Hooper Inc., said that ownership control of the corporation will remain with the Hooper family. He said that no changes of any kind are contemplated in the organization.

Memorial services were to be held Saturday afternoon at Noroton (Conn.) Presbyterian Church. In lieu of flowers, Mrs. Hooper asked that donations be made to Amherst College Alumni Fund.

With Mr. Hooper's death the world of broadcast audience research has lost one of its most colorful and controversial figures. An exuberant protagonist of the coincidental telephone method of collecting listening and viewing statistics, which he established and maintained as the industry standard for more than a decade, "Hoop" was never more happy than when defending "his" system or attacking that of a competitor.

Mr. Hooper entered radio-tv research in 1934 with L. M. Clark under the firm Clark-Hooper, which four years later became C. E. Hooper Inc.

In the early 40's the users of audience rating data became concerned over the differences between Hooperatings and the ratings of the Cooperative Analysis of Broadcasting. The CAB listening records, also collected by telephone, covered a span of several hours, those called being asked what program they remembered hearing earlier.

Mr. Hooper's vigorous denunciation of the CAB's recall technique stirred up a controversy which focussed attention on ratings and created a desire for a single system which could be accepted as the standard. In 1946 the "radio ratings war" ended with CAB's retirement from the field.

Deal with Nielsen

In 1950, Mr. Hooper made a deal with A. C. Nielsen Co. whereby C. E. Hooper Inc. withdrew from the national rating field and from competition with the Nielsen audience measurements which measure actual audience rather than relative popularity and so were unaffected by the spread of television. Mr. Hooper then focussed his boundless energies on his City Hooperatings and on his competitors in that field, attacking them as enthusiastically as he had earlier assaulted the CAB.

Under the terms of the arrangement with Nielsen, C. E. Hooper Inc. could have reentered the national ratings field early next year, although Mr. Hooper personally was bound to stay out of that field for another five years. His death abruptly ends industry anticipations of another national ratings war in 1955.

Claude Ernest Hooper was born May 31, 1898, in Kingsville, Ohio. He entered Amherst after a year's military service in World War I. He financed not only his undergraduate studies at Amherst (A.B., 1921) but also two years at Harvard Graduate School of Business Administration (M.A., 1923), by door-to-door selling while a student.

C. E. HOOPER

After service as advertising manager of the *Harvard Business Review* and *Scribner's Magazine*, Mr. Hooper entered the market research field as an associate of Daniel Starch, under whom he had studied at Harvard.

Survivors are his widow, Mrs. Emile Reed Hooper, a daughter, Mrs. Charles H. Peckham II of Honolulu, and a grandson, Charles H. Peckham III.

7 Million Tv Sets Sold in '54—Secrest

RETAIL SALES of tv receivers will exceed seven million units in 1954, a new annual record, with bright prospects for future radio and tv set sales, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn.

Addressing the Business Forecast Seminar sponsored Thursday in Washington by the U. S. Chamber of Commerce, he said the electronic industry's horizon is unlimited, with more applications being found every day for its products.

Black-and-white set sales next year may not reach the 1954 level, Mr. Secrest said, but dollar volume will probably be higher because 1954 prices are "at rock bottom" and a higher mix of color sets will boost total income at a ratio of almost 4-1 to black-and-white. He cited a composite prediction of manufacturers that 300,000 color sets will be made next year but recalled the estimates had varied from 50,000 to 750,000.

As to fears of tv saturation, he said there are still 15 million households without tv, with many of the 32.5 million sets in use now ready for replacement. Radio set sales, except auto sets, are not expected to change greatly in 1955 but high-fidelity phonographs and combinations may continue to increase.

Radio and tv set sales will benefit from any economic rise, Mr. Secrest continued, advocating reduction of the 10% excise tax in line with other household appliance taxes. He said military procurement of electronic gear runs about $2.5 billion a year so that the industry will be one of the last "to feel the knife in any curtailment of armaments."

Before World War II, he said, the industry had annual billings at the factory of $250 million. Present billings exceed $5 billion divided about equally between military and commercial sales. "If the industry's definition is broadened to include radio and tv broadcasting set servicing and retail merchandising," he said, "the dollar volume rises above $8 billion."

NTFC TOLD VALUE OF CENTERCASTING

Dr. Goldsmith explains new audience measurement system.

NEW SYSTEM applicable to audience measurement, called "Centercasting" by its creator, Dr. Alfred N. Goldsmith, radio-tv consultant and noted inventor, was disclosed publicly Thursday at the National Television Film Council luncheon in New York.

Details of the system's potential operation and uses were made known a week ago [B•T, Dec. 13]. Dr. Goldsmith later told B•T that Centercasting actually was invented by him some years ago but that the patents involved were cleared finally about a year ago.

Dr. Goldsmith also said the system, which makes use of a combination of radio, electronic computing and pulsations, has been tested in the sense that the circuitry has been completed and found to be sound. Also, he said, the type and costs of Centercasting have had "elaborate study."

While the essential features have been "tested and known," Dr. Goldsmith said that "unknown" are the "potential users and methods of its use and exploitation."

Dr. Goldsmith told the council that the potential uses of the system in the audience measurement field could be unlimited. He described its advantages as providing instantaneous high opinion (reaction to an act or song on a tv or radio program viewed or listened to in the New York area could be obtained in 10 to 20 seconds).

Among other advantages over existing audience measurement methods he listed the large number of people responding, the ability to obtain the identity of each respondent as well as his opinion, the intensity of opinion, high-speed category analysis and knowledge of whether the respondent is delinquent in answering or the machine itself is at fault.

All of these factors, he said, are procedures in sampling opinion which are of the greatest importance to the researcher.

Uses to the agency, sponsor, talent, networks and stations, he said, would include (1) program reaction—the reaction itself and the intensity of that reaction, (2) station audience (provided minute-by-minute without opinions solicited) and (3) use for tv alone, radio only or for both.

As described by Dr. Goldsmith, the system would have a focal or "center" point into which all information would be funneled. Information would be gathered at the audience home through a wooden box affair which would have a number of buttons on it. Each button would reflect an opinion. Questions from the central point could be stored on tape, but if desired, a speaker instead of the tape could be used.

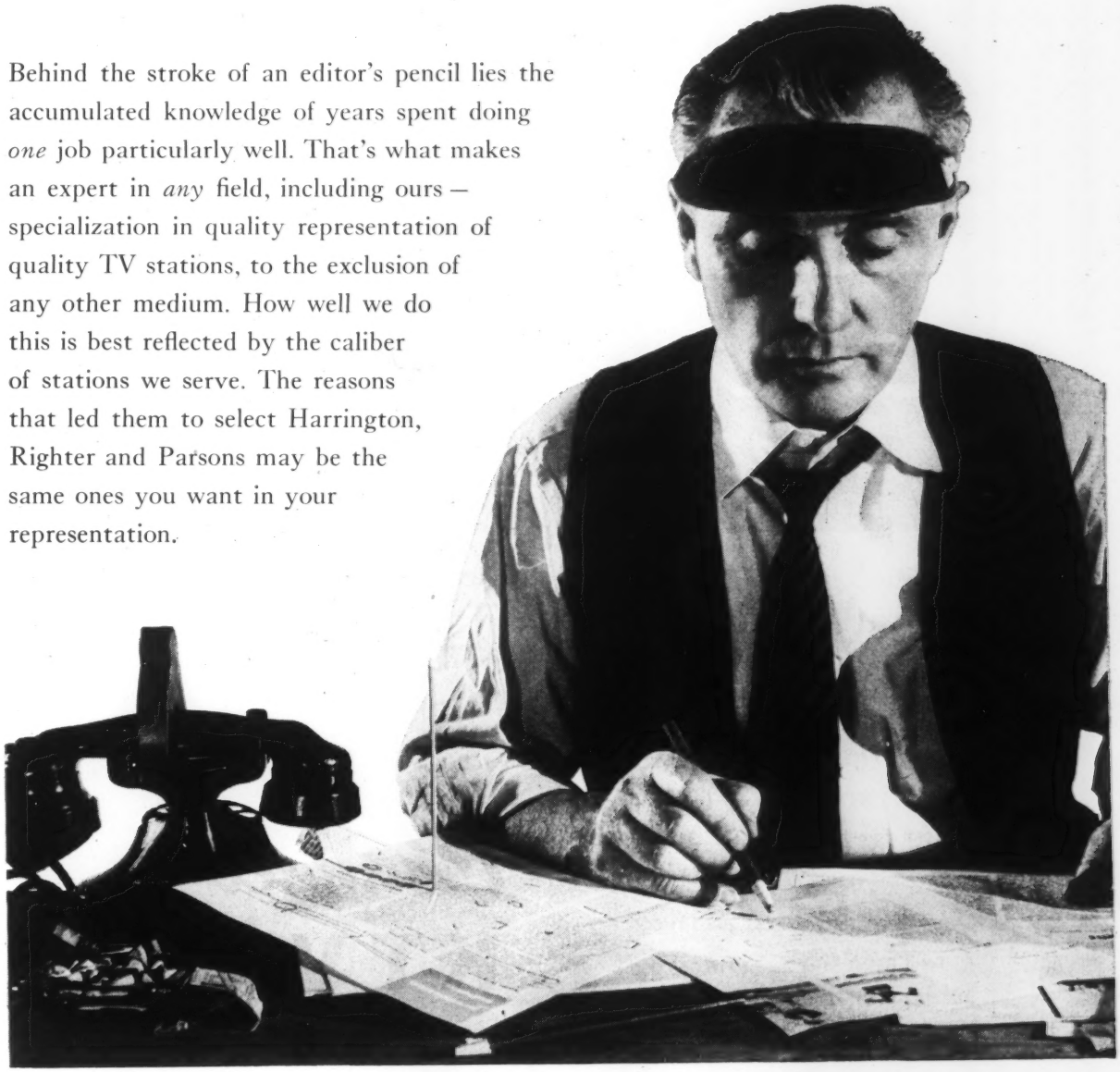
Among the data which Dr. Goldsmith said he could not reveal are his method of decoding the buttons, estimates of actual cost of operation and people or companies evincing interest in his invention.

Purpose of "Centercasting," he said, "is to progress in opinion poll-taking from the educated guess to a guarantee within limits." No poll, he cautioned, is 100% accurate.

(A&A continues on page 50A)

Everyone has something he does best...

Behind the stroke of an editor's pencil lies the accumulated knowledge of years spent doing *one* job particularly well. That's what makes an expert in *any* field, including ours — specialization in quality representation of quality TV stations, to the exclusion of any other medium. How well we do this is best reflected by the caliber of stations we serve. The reasons that led them to select Harrington, Righter and Parsons may be the same ones you want in your representation.



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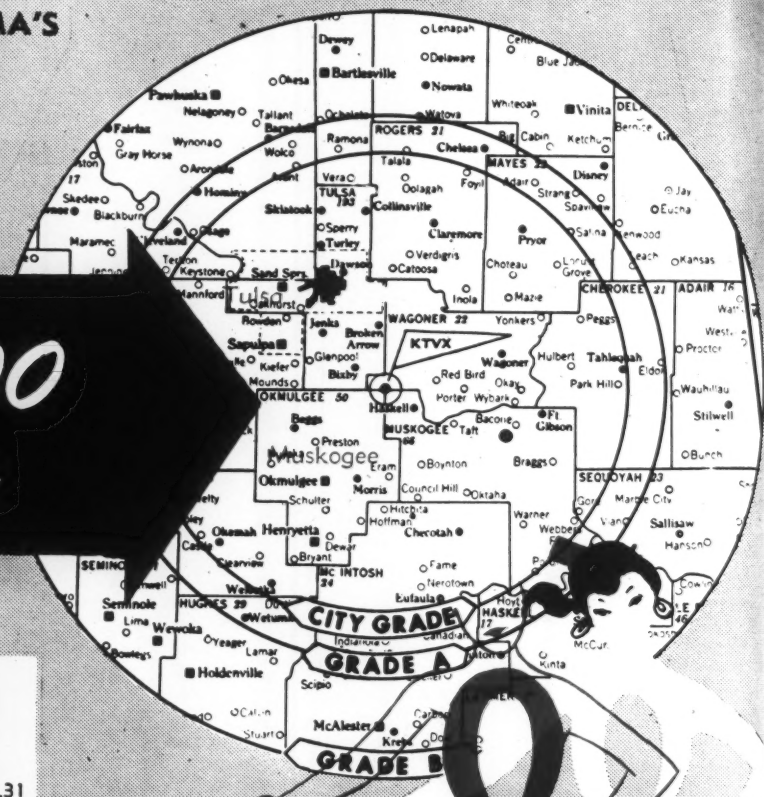

THE KTVX AREA MARKET

Counties Covered	31
Total Population	1,038,994
Total Families	313,491
TV Families	170,650
Spendable Income	$1,298,141,000
Total Retail Sales	$916,065,000

* Fort Smith, Ark., "Shopping Center" of Western Arkansas, lies well within KTVX's 150-microvolt-per-meter "rural" coverage circle.

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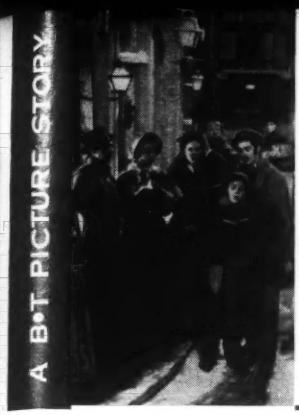


'CAROL' IN COLOR

DICKENS' CLASSIC GOES ON FILM FOR TV

By Rufus Crater

. . . The mother laid her work upon the table, and put her hand up to her face. "The color hurts my eyes," she said.

CBS TELEVISION talent, technicians and help spent more than seven months in an effort to make this description of Mrs. Bob Cratchit, taken from Charles Dickens' "A Christmas Carol," impossible to apply to either the color or the dramatic value of their musical production of that Christmas-time classic.

How well they succeeded, or to what extent they fell short, will become evident Thursday night when "A Christmas Carol" is shown on the Chrysler Corp.'s *Shower of Stars* color television series (CBS-TV, Thurs., 8:30-9:30 p.m. EST).

The show was filmed in five days' time, where normal Hollywood scheduling would have taken four weeks. Basil Rathbone, who played the role of Jacob Marley's Ghost, says it presented "few production difficulties," a view shared by most of the participants, and graciously added that Dickens had written "a perfect television script" within the story itself. To see what pre-arrangements are necessary to make possible the filming of a full-hour show, in color, within the space of one work-week, B•T tracked down the evolution of "A Christmas Carol" as a color tv presentation.

It started last March. Officials of CBS-TV and of McCann-Erickson, agency for Chrysler, were turning over ideas for a Christmas program for the Dec. 23 *Shower of Stars* telecast. Someone, identity now lost, remembered that Bernard Herrmann, Academy Award-winning composer, had long been intrigued by the notion of turning Dickens' Christmas classic into an opera.

The opera idea was considered in discussions with Harry Ackerman, CBS-TV vice president in charge of network programs, Hollywood, and was abandoned in favor of a musical version of "Carol," after which Mr. Herrmann flew to New York to discuss plans with Hubbell Robinson Jr., network programs vice president. After approval by both CBS-TV and Chrysler, the upshot was that Mr. Herrmann, whose operatic interest in "Carol" had led him to rough out an operatic plan, was commissioned to write the music, and playwright Maxwell Anderson, who had shown interest in Mr. Herrmann's idea in past years, was signed to write the libretto.

Mr. Anderson stuck closely to Dickens. He had, of course, to shorten the story for presentation as a one-hour play. It also was necessary to write songs to go with the music. In the main, however, Mr. Anderson elected to rely upon the original dialog.

Once the lyrics and the dramatic sequences were written, Mr. Herrmann went to work. Just as Mr. Rathbone credits Dickens with "a perfect television script," so does Mr. Herrmann credit him with giving, throughout the story, "one indication after another calling for happy songs, or even songs of the supernatural."

For instance, in the scene where the Spirit of Christmas Past takes old Ebenezer Scrooge to the Fezziwig ball, the need for dance music is obvious; Mr. Herrmann composed a polka of the times (*circa* 1803). For the scene between Scrooge as a young man and Belle, his girl friend, also under the chaperonage of Christmas Past, Mr. Herrmann turned out a romantic ballad. A scene that lent itself to novel music, written by Mr. Herrmann as "Spirit Song" and sung offstage by the 16-voice Roger Wagner Chorale, occurs as Scrooge, returning home late on Christmas Eve, hears ringing bells that herald the Ghost of Marley just before he materializes, if that is the word for a translucent spirit, through the walls of Scrooge's living quarters.

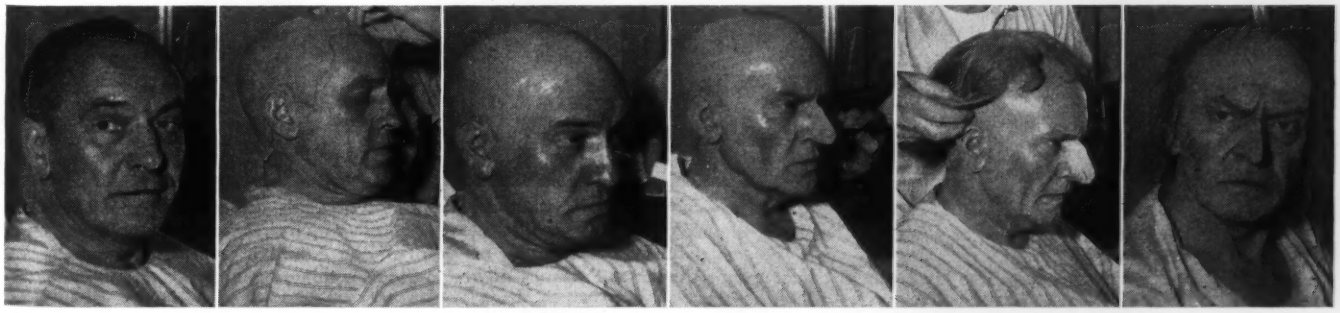
In 21 days Mr. Herrmann turned out the music for the eight original songs in the production. But that, he hastens to add, does not count "the thinking time" that he had spent on Dickens over the years. In another 10 days the symphonic underscoring that accentuates the varied dramatic moods was completed.

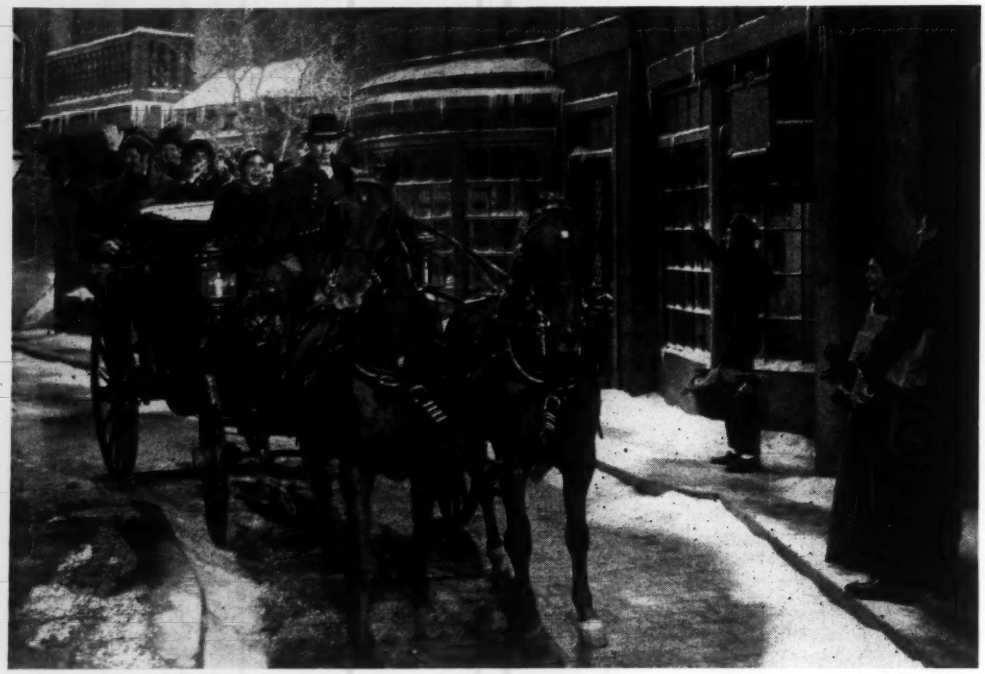
Toughest problem of "Carol," its producers say, was that of casting. This also contributed to the decision to produce the show on film. After much shuffling, CBS-TV was able to arrange to get Fredric March, who is starred as Scrooge; Mr. Rathbone; Ray Middleton, who plays a dual role as the Spirit of Christmas Present and as Fred, jolly nephew of old Scrooge, and Bob Sweeney, the next-door neighbor of *My Favorite Husband,* who got his first serious role playing Bob Cratchit in "Carol," all together at one time for a week's shooting in October.

These are four of the principals in a cast of 66 which also includes Christopher Cook, 13-year-old British actor who plays the crippled Tiny Tim (and became so impressed in three days' wearing of a leg-brace that he has gone all out in support of the Infantile Paralysis Fund and is making tv appearance on behalf of the Christmas Seal Fund); Sally Fraser, Hollywood actress who appears both as Belle, sweetheart of Scrooge's youth, and as the Spirit of Christmas Past; Queenie Leonard, Hollywood character actress who plays Mrs. Cratchit, and Craig Hill, the young Scrooge.

Before producer-director Ralph Levy assembled cast and crew, however, much other work had to be done. One of the principal assignments, especially since this was to be a color tv show, was the costuming. This was handled by Kate Drain Law-

MAKE-UP WIZARDRY TRANSFORMS FREDRIC MARCH INTO EBENEZER SCROOGE

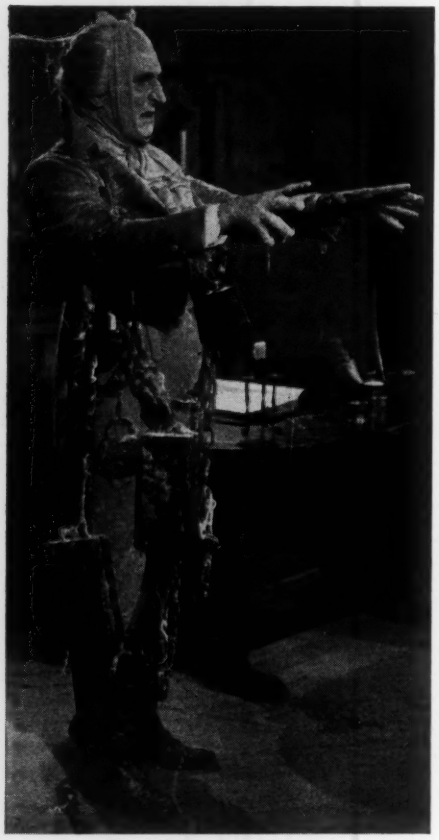




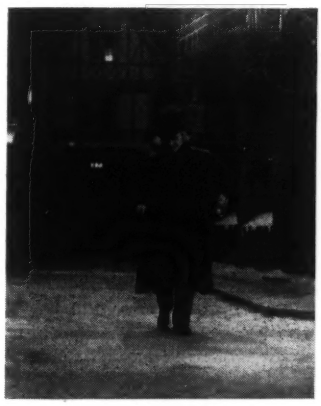
A VICTORIAN stagecoach loaded with gay holiday celebrants rumbles down a snowy, ice-hung London street on Christmas Eve. The "snow" was created with polystryene foam.

A B•T PICTURE STORY

JACOB MARLEY's Ghost, played by Basil Rathbone, carries 26 feet, 4 inches of chains. His face is lavender; his hair deadish silver; his costume covered with cobwebs.

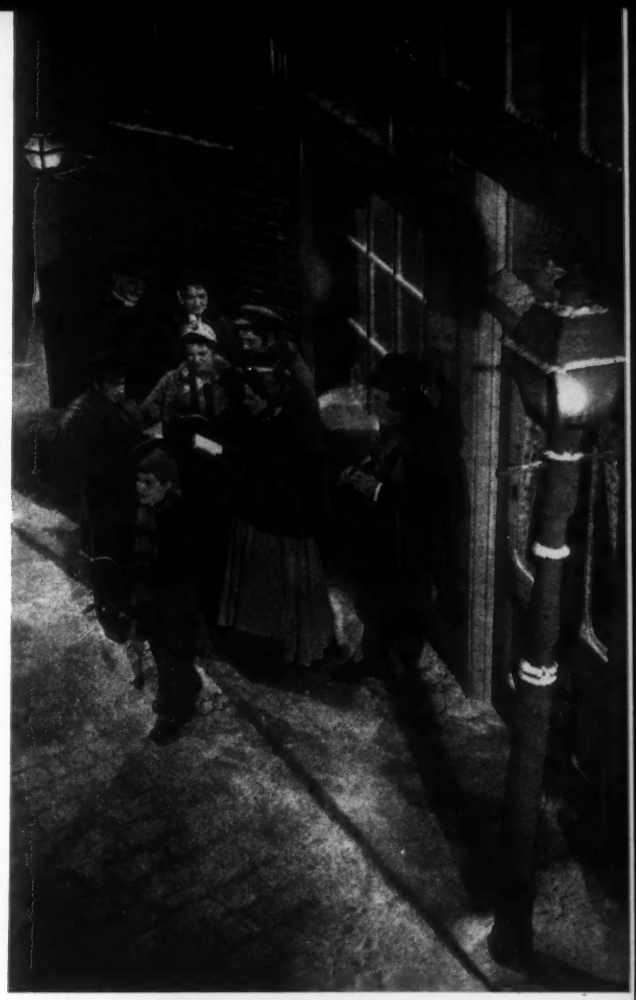


SCROOGE is visited by the Spirit of Christmas Present, played by Ray Middleton (who also plays the role of Fred, Scrooge's nephew). In the CBS-TV presentation no Spirit of the Future is seen, as Scrooge follows Christmas Present's advice to "look within yourself."



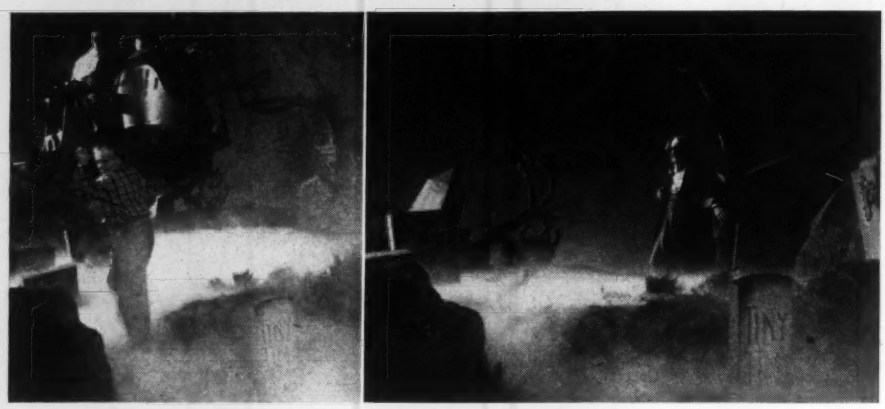
PARSIMONIOUS old Scrooge walks lonesomely homeward late Christmas Eve, his cash box and ledger under his arm. In the show, Scrooge sings a song based on his famous retort, "humbug!"

FIXING the Christmas mood are these carolers, members of the Roger Wagner Chorale, here singing "Darkest Day of Winter" (words by Maxwell Anderson, music by Bernard Herrmann).



CHRISTMAS PAST (Sally Fraser) appears, unlike Dickens' "Now a thing with one arm, now with one leg, now with 20 legs; now a pair of legs without a head, now a head without a body."

THINGS end happily for Scrooge at the Cratchit home on Christmas Day. In this scene Scrooge is seated in center, with Bob Cratchit (Bob Sweeney) standing at left, Mrs. Cratchit (Queenie Leonard), Tiny Tim (Christopher Cook) holding crutch next to Scrooge, and the other Cratchit children.



THE CAMERA POSITIONS . . . . . FOR SCROOGE IN THE GRAVEYARD.

son, who has designed costumes for other *Shower of Stars* productions as well as for such other shows as NBC-TV's *Colgate Comedy Hour* and *Bob Hope Show*.

Miss Lawson based her creations on her collection of John Leech drawings, pointing out that "these are as accurate a depiction as can be had of the clothing of the period" because "Dickens invested a lot of his own money to have Leech do the illustrations for his book under his direct supervision." In her own library she also dug up a copy of "Ladies Magazine," published in England in 1805, which served to substantiate the correctness of costumes she designed for the Christmas Past flashback to 1803.

Color of the costuming was a problem unto itself. Clothing worn in England in the early 1800's was exceedingly drab, definitely not the color television type. Scrooge, for instance, would have worn black—not today's smart black, but dull, somber black. Miss Lawson accordingly exercised poetic license, or haberdasher's license, and clothed Scrooge in brown to get more contrast.

Consider, too, the Fezziwig ball scene. At a ball in London in 1805 the dresses would have been largely standardized. In her research Miss Lawson found that, for example, while the middle class did not wear orange, a harlot, say, may have been described as wearing that color. Meaning no offense to anyone, she went outside the sartorial society of "Christmas Carol" and borrowed enlivening colors of the period.

One source of her color decisions was France, where in this period brilliant and gay colors were the rage, though they did not invade England until 1860. And one of the colors she chose for a female extra—generally speaking, she left men's clothes alone—was a pale rose beige called *cuisse de nymphe emue*, which, translated, means "thigh of a nervous nymph." Miss Lawson found *cuisse de nymphe emue* to be just warm enough to avoid producing a nude flesh color on the color television screen.

Another serious concern, linked considerably to color, was make-up. The opportunities for both success and failure are large in a period play wholly dependent on strong character representations and believable spectral effects.

Fredric March, playing the lead, asked only one thing: "Allow me to interpret Dickens' Scrooge in make-up the way I feel it should be done." He was so allowed. With make-up man Carl Herlinger he designed the make-up that made Scrooge, in Mr. March's mind, the Scrooge "that Dickens had in mind when he penned his classic back in 1843" (see Scrooge make-up sequence, page 35).

Next to the two pounds of make-up worn by Mr. March, who figured that Scrooge at his worst should show—in order to make his ultimate "conversion" more believable—more potential for good than has been the case in some other characterizations, the Ghost of Jacob Marley probably took the most make-up work. In sheer poundage, certainly, Marley's Ghost far outranked, or outweighed, old Scrooge.

The make-up men spared no effort to match Charles Dickens' description of Jacob Marley in ectoplasm:

"Marley in his pigtail, usual waistcoat, tights and boots; the tassels on the latter bristling, like his pigtail, and his coatskirts, and the hair upon his head. The chain he drew was clasped about his middle. It was long, and wound about him like a tail; and it was made (for Scrooge observed it closely) of cash-boxes, keys, padlocks, ledgers, deeds, and heavy purses wrought in steel.

"His body was transparent; so that Scrooge, observing him, and looking through his waistcoat, could see the two buttons on his coat behind.

"Scrooge had often heard it said that Marley had no bowels, but he had never believed it until now."

All of this the makeup men were able to get into Basil Rathbone's depiction of Marley (and the visceral reference Maxwell Anderson was able to get into the dialog).

Mr. Rathbone came out wearing chains whose weight had been estimated at 40 pounds and at 125 pounds. Both estimates are believable. Mr. Rathbone completed his scenes in a single day, carrying the chains for all but an hour at lunch. Mr. Rathbone is reported to have said such rapid shooting had never before occurred in Hollywood motion picture history. He called it the "toughest day of shooting in my life."

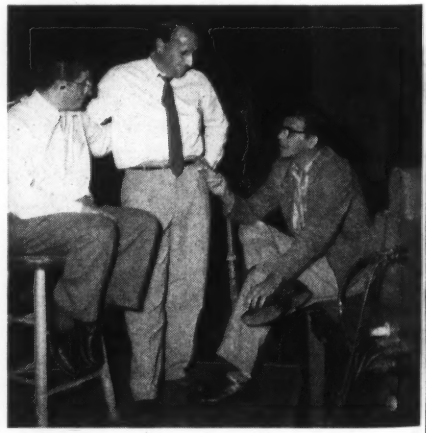
The 26 feet 4 inches of chains that Marley carried, no matter what they weighed, were little enough compared to the rest of the get-up given him at Dickens' own direction. His appearance can scarcely be called less than horrible: lavender face; silver, deadish hair; bluish, purplish costume hung with chains and covered with cobwebs that had to be sprayed on intermittently to keep them fresh.

Then there were the sets. These were designed specifically for the "Carol" film, just as the costumes for the principal actors and actresses were originals (for extras, authentic costumes of the period were rented from Western Costume Co.). A complete London cobblestone street was designed, including the offices of Scrooge & Marley, plus graveyard, and book and candy shops of the 1843 era. In charge of this portion was Albert M. Pyke, director for Four Star Productions. As an example of the detail which Mr. Pyke employed, the stalls of a book store at the opening of the play contained only those books which would have been found in a London bookshop in 1843—this, even though the titles are never clearly seen in the film.

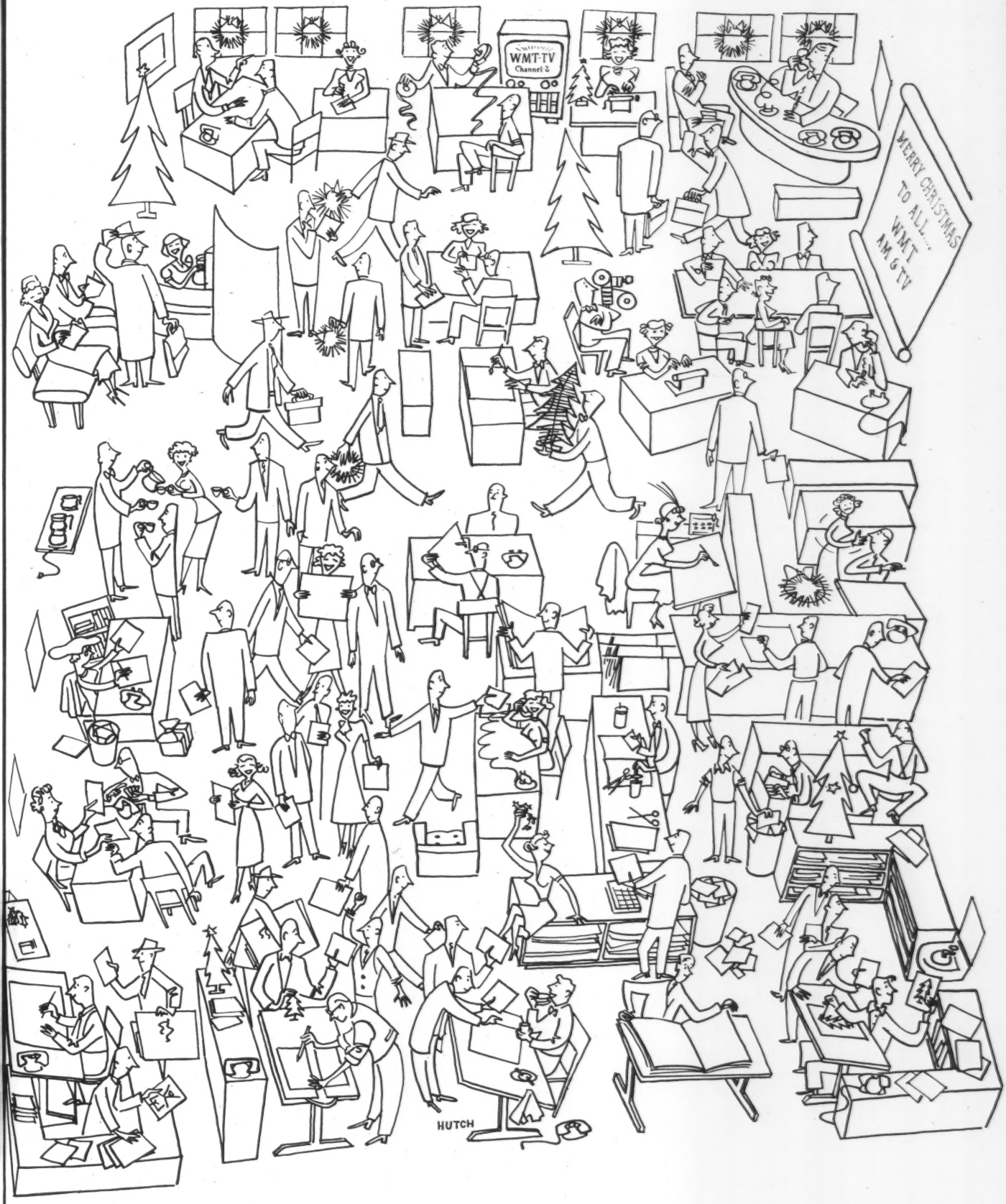
The film also contains some special effects, notably those employed to get Marley's Ghost through Scrooge's wall and make him continue to look transparent. This was accomplished by double exposure, superimposing the fearsome figure of Marley. The snowy street scenes were set up in several ways; polystryene foam, known less formally as grated plastic, was used for the snow, while the London fog, apparent in street scenes but most effective in Scrooge's vision of his visit to the graveyard, was produced by a gadget which heats mineral oil and then sprays it across dry ice.

Preceding the filming, Mr. Herrmann, starting around the first week in October, recorded the music at RKO in Hollywood with a 45-piece symphony orchestra, the 16-voice Roger Wagner Chorale, and Ray Middleton. This took about three days. The following week, filming started. This was at RKO-Pathe in Culver City. Four-Star Productions lent art directors, stage space, and personnel, and Desilu Productions (*I Love Lucy*, among others) lent production personnel.

In the end, "A Christmas Carol" had cost from $200,000 to $300,000, including an estimated cost of $20,000 a day for the five days of filming. Assuming an even reasonably good public reception on Thursday night, CBS-TV (and/or Chrysler) can figure to amortize the cost over a period of years. If it turns out well, "A Christmas Carol" can be expected to light up television screens for many Christmases yet to come.



CONFERRING (l to r): Bernard Herrmann, composer-conductor; Roger Wagner, director, Roger Wagner Chorale; Ralph Levy, producer-director of tv version of Dickens' "A Christmas Carol."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WHAT'S YOUR RADIO STATION'S FUTURE?

BREAKEVEN POINT ANALYSIS GIVES GOOD GUIDE TO MANAGEMENT

By Peter R. Levin

UNLESS it happens to be a mortuary establishment, crepe-hanging seldom helps a business. Conversely, persistent overoptimism rarely generates steady growth or a balanced view of things.

Radio has certainly had more than its share of both types of "analysis," sometimes simultaneously. "In this business, you go from crisis to crisis," so the feeling runs among many managers. With each large sale comes high glee—until the next cancellation comes in. Then, with another upward pressure on costs, gloom and dirty words fill the front office.

Is this manic-depressive life inevitable to the broadcast business? Perhaps, but no more so than to most other forms of business activity. Indeed, on industry-wide figures, radio shows 20 years of sometimes sporadic but *always unbroken* growth in dollar sales. It would be difficult to find a comparable record elsewhere.

Yet, today, station executives have good reason to concern themselves. No matter how roseate the gross totals of sales, most stations have been feeling some kind of pinch, severe or slight. Almost all operators have seen their sales curve change from a smooth ascending line to a sawtoothed slide. At the same time, costs have remained unhappily level or climbed in an apparently unstoppable push. Profits have been showing a paler cast.

This is not to suggest that radio is at The Crossroads. But it seems clear that the industry as a whole is approaching *an* intersection —and an important one.

Nothing in the industry's or the nation's economy appears to foreshadow a new surge in radio broadcast sales such as marked the network push of the 1930's or the war prosperity and post-war boom of the 1940's. Rather, shrewd station men can discern as normal a world of sharper competition where sales fluctuate in line with economic conditions and consumption patterns.

Three major competitive elements stand out in the new world for radio:

1. The hovering spectre of tv—until such time as advertisers, audience and station operators become thoroughly accustomed to living with the newest mass medium.

2. Intensified competition among existing stations within a market for local accounts, and between markets for regional and national accounts.

3. Additional competition from new stations, which are coming onto the air at the approximate rate of 200 per year.

For some radio operators, the problems inherent in this evolving world are momentous. New program structures must be developed and shaken down. New sales techniques must be worked out, and new and different types of customers found to replace

the departed. Frequently, a changed emphasis on the kind of time-sale is mandatory: declining network business means stronger effort in other sales categories—whether in participations, programs or diversified spots.

Thus, broadcasters find themselves operating with a sometimes violently changing relationship among the trinity of revenues-costs-profits. As sales volume levels off or declines, costs behave in a sticky fashion. Executives see clearly enough that a slipping volume calls for cost reduction. They recognize that, for every disappearing sales dollar, there should be an equivalent trimming of costs. They understand that, for new business, expenses cannot be permitted to eat away at profit margins. Otherwise, the station's breakeven point rises dangerously.

But some attacks on the cost problem simply won't do. A panic approach like "cut costs—anywhere" strikes at the sinew as well as the fat. Sales and advertising expenses, so often an inviting and open target to the budgeteer's shotgun, may take the first blow; but, in consequence, sales volume begins to tumble. Another favorite, firing the secretary, often turns the executive into a high-priced stenographer. An uncritical rush to the news-music-sports formula can knock out the entire concept on which a station has built acceptance with audience and advertisers.

Nor is rate-cutting, usually accompanied by the hope of inveigling away a competitor's accounts, a solution to cost pressures. On the contrary, lower rates which reflect a hunger for business only aggravate the relationship between costs and sales. Far from declining, the breakeven point goes higher, necessitating even greater volume in order to return profits.

Can costs be kept in line amid fluctuations in sales volume? Is there a warning system that alerts executives to unhealthy developments in the cost-sales-profits relationship *before* the disease cripples? Can symptoms be localized, pinpointed for speedy corrective action? Most important perhaps, since the fate of a business lies in today's plans to realize the future, is there a method for systematically targeting the next sales effort and then measuring its success?

To me, at least, the reply to these questions is "Yes." I suggest that the avenue of approach lies in following the movement of a station's breakeven point.

As a term, "breakeven point" enjoys common usage among businessmen. But it is frequently understood only in a highly superficial way. For instance, many managements take their most recent statement from the accountant and note, "Our costs were x dollars. To meet them, we need a sales volume of y dollars. That's where we

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break even. After that comes the profit."

This is fair enough—but it tells little of the present or future. Obtained from conventional accounting sources, such figures tell the story as it was last month or last year. What's more, it is a story told in final summary form. For, after all, the main objective of most accounting systems is to let you know, plainly and concisely, where you've been.

Reliance on a station's accounting to control costs and anticipate policy questions is like asking a draft horse to win the Derby. Neither was designed for the purpose. And the usual accounting statement cannot be suppositious about what cost and profit figures would say if sales were $20,000 higher or $40,000 lower.

By contrast, breakeven analysis can do exactly that—and considerably more. The reason: where conventional accounting freezes an elapsed period of time into a static picture, breakeven points move with the dynamics of a business. As the sales mixture changes, the breakeven point signals the impact on costs and profits. When costs rise or fall, the breakeven point reports new volume requirements.

Thus, the breakeven idea gives management what might be described as fluoroscopic view of a living business. At the same time, it supplies vital clues to the next decision involving sales or costs.

Let's see how, in a concrete case, the breakeven idea applies to an existing radio station. For instance, there is WZZZ (call letters obviously disguised), a network affiliate whose situation is comparable to many large and medium stations, as well as smaller ones. Network revenues show a declining trend. National spot business has held fairly steady but displays increasing fluctuation and less stability of accounts. Regional business is fluctuating widely but generally downward as a result of tv. Local sales continue on the upgrade, but there is greater skittishness in this long-term trend because of regional economic conditions and tv's pull on the station's bigger accounts.

Despite increasing vigilance against operating inefficiencies, costs at WZZZ continue to inch higher, especially from account service requirements. Direct radio competition is unchanged since 1947, but there is a new CP for radio in the city, and small stations have been dotting the fringe of WZZZ's service area.

Facing the certainty of stiffer competition and a more jagged sales curve, how does WZZZ use breakeven points? Where will the breakeven idea help in drawing budgets, controlling costs, directing sales and posting

ABOUT THE AUTHOR

MR. LEVIN's first appearance in B•T —April 27, 1953—was with a realistic analysis of tv economics, a prediction of how many stations in what markets were going to be able to survive. The intervening months have proved him to have been better than 95% correct.

MR. LEVIN

A graduate of the U. of Chicago, where he added two years of advance work in economics, Mr. Levin is the author of many articles on politics and economics and of a book, "Seven by Chance: The Accidental Presidents." For the past six years he has maintained a New York organization as management counsel in radio and television.

TABLE I: CONSOLIDATED BREAKEVEN POINT ANALYSIS OF WZZZ

	Consistent costs annually	Variable costs per $100 sales	Regular Budget	"Disaster" Budget
Forecasted sales			$260,000	$220,000
Cost of programming				
Personnel and labor	$ 32,900	$18.59	81,200	72,400
Production expenses	4,900	2.23	10,700	9,600
Technical expenses	4,600	3.04	12,500	11,300
Selling costs	21,100	15.55	61,500	55,300
Administrative & overhead costs	41,100	1.36	44,600	44,100
Total costs	$104,600	$40.77	$210,500	$192,700
Net profit (before taxes)			$ 49,500	$ 27,300
Breakeven point in annual sales			$176,600	$171,591
Variable profit per $100 sales		$59.23		$59.91

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You don't have to tell the Detroit-Wayne County billion dollar market who is America's No. 3 disc jockey and who rates No. 1 in this area. They know it's Bobbin' with Robin! They give him the biggest tune-in! And, the more platters he plays the more the advertising pays! The man sells like mad!

WKMH gives this market the best *and the* most . . . *in* News, Music *and* Sports. *That policy is paying-off for WKMH Advertisers!*

WKMH, Dearborn-Detroit ... WKMF, Flint ... WKHM, Jackson is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings ... because *everybody* likes News, Music and Sports!

WKMH

Frederick A. Knorr, Pres.
George Millar, Mg. Director

●

Represented by
HEADLEY - REED

management to necessary action?

First off, breakeven points can be calculated only from certain control figures:

● **An exact breakdown of all costs**—Frequently, this will mean splitting a total cost item into its consistent and variable components. Such distinct separation is a must. *Consistent* costs (a term at which some accountants will throw up their hands) identify those expenses occurring regardless of sales level or commercial programming. They can be pegged in the budget as annual or quarterly figures. *Variable* costs, however, are influenced, among other things, by program structure, sales volume and sales mixture. These are best expressed as a calculation per $100 or per $10 of sales.

A disc jockey show is an obvious instance where costs divide between consistent and variable. The man's base pay is a regular item, but his talent fees vary with the degree of commercial success. So, too, production expenses incident to the program are split between the costs of a minimum sustaining operation and the added costs that reflect salability.

On the contrary, as sales go above the breakeven point, variable costs continue their bite. The station's sales forecast of $260,000 will produce a profit (before taxes) of $49,500. And this can be accomplished *only if cost ratios are held in line.*

Compare this to a "disaster forecast" when, because of added competition and local economic conditions, WZZZ might do only $220,000 in sales on a slightly reduced cost structure. Under those circumstances, net profit will shrink to $27,300—about half the normal forecasted outlook.

Interpreting Table I, therefore, has become a challenge to WZZZ's management. If it passively accepts the station's cost structure, profits can easily sink lower. But alternatives abound for positive action:

On the assumption that none of the costs represents extravagance, WZZZ's management can pitch into reducing consistent costs by relating personnel performance and

administrative expenses more closely to sales. This means higher variable costs. But, if sales show signs of slipping, cost items will have built-in controls to reduce themselves more rapidly. Profits will be protected to a greater extent. One warning, however: if sales increase, costs will mount faster and profits build more slowly. This, therefore, is a strictly defensive measure.

Although costs may not be excessive, the station can dig deeper into its bag of tricks for more efficient utilization of personnel. Analysis shows that WZZZ could tape more local programs and announcements, thereby eliminating overtime and some manpower.

Granting that costs can perhaps be shaved fractionally, WZZZ's management concludes that the cost structure is sound. Any cutbacks, it feels, can result only in a loss of sales and lower return on investment. So, the problem is pitched to the sales department. Can volume be increased? Can the station do a better job in its sales mixture, emphasizing lower-cost sales?

A close examination of the station's sales experience and prospects is implicit to any cost control. Table II illustrates the variation in costs and profit margins between different kinds of sales, as well as the problems facing WZZZ in this new age for radio. Network and national spot have been giving the biggest margins, but management cannot look toward either for appreciably increased sales.

Let's say, however, that the sales department believes it can swing $5,000 from local spot and $5,000 from run-of-station announcements into local programming. This simple switch—without any increase in total volume—will add about $500 to profit by cost reduction. And if the sales department can hold all business and get $10,000 more in programs, the station will raise its profits by $5,182.

● **A careful sales forecast**—This yardstick cannot be created on information from the network and station representative, who often (and sometimes justifiably) resist the notion of "guessing" the amount of business they will deliver. Yet, on the basis of past experience and outlook, it's relatively easy to forecast these sales from *inside the station.* The same goes for local volume.

Two cautions need to be emphasized: (a) Radio is geared especially to quarterly fluctuations, seasonal activity and local trends; mere borrowing of another station's forecasting tools won't build your own house. (b) Categorizing a station's sales product simply as "time and talent" is of scant help; those responsible for both executive management and cost analysis will find their problems appreciably reduced by recognizing the different products in their sales arsenal—network programs, national spot, locally-originated programs, program segments, participations, specified announcements, run-of-station announcements, and so forth.

● **A clearcut budget of future operations**—Necessary to any workable form of expenditure control, the budget gives a realistic picture of cost pressures, item by item and department by department.

These figures for WZZZ, as arranged and consolidated in Table I, provide a beginning for the breakeven point analysis which the table carries out. Together with a variable cost rate of $40.77 on each $100 of sales, the station must overcome $104,600 in consistent costs before it breaks even. The breakeven point is $176,600, a simple calculation that is obtained by dividing total con-

TABLE II: SUMMARIZED ANALYSIS OF SALES MIXTURE FOR WZZZ

	Sales	Percent of sales	Variable cost per $100 sales	Total costs	Profits
Regular Budget					
Network sales	$ 31,200	12%	$ 3.41	$ 20,800	$10,400
National & regional spot sales	41,600	16%	25.85	22,600	19,000
Local specified announcements	39,000	15%	54.55	34,600	4,400
Local run-of-station announcements	44,200	17%	51.60	35,900	8,300
Local programs & participations sales	104,000	40%	48.18	96,800	7,200
Totals	$260,000	100%	$40.77	$210,500	$49,500
"Disaster" Budget					
Network sales	$ 31,200	14%	$ 3.41	$ 20,800	$10,400
National & regional spot sales	34,300	15.5%	25.85	20,700	13,600
Local specified announcements	32,100	15%	54.55	30,800	1,300
Local run-of-station announcements	36,500	16.5%	51.60	31,900	4,600
Local programs & participations sales	85,900	39%	48.18	88,500	(2,600)
Totals	$220,000	100%	$40.09	$192,700	$27,300

Channel 4 MIAMI

Channel 4 MIAMI

89%

Channel 4 MIAMI

Channel 4 MIAMI

OF THE VIEWERS IN THE BILLION DOLLAR SOUTH FLORIDA MARKET SELECT CHANNEL 4, MIAMI · AS THE CHANNEL THEY VIEW MOST.

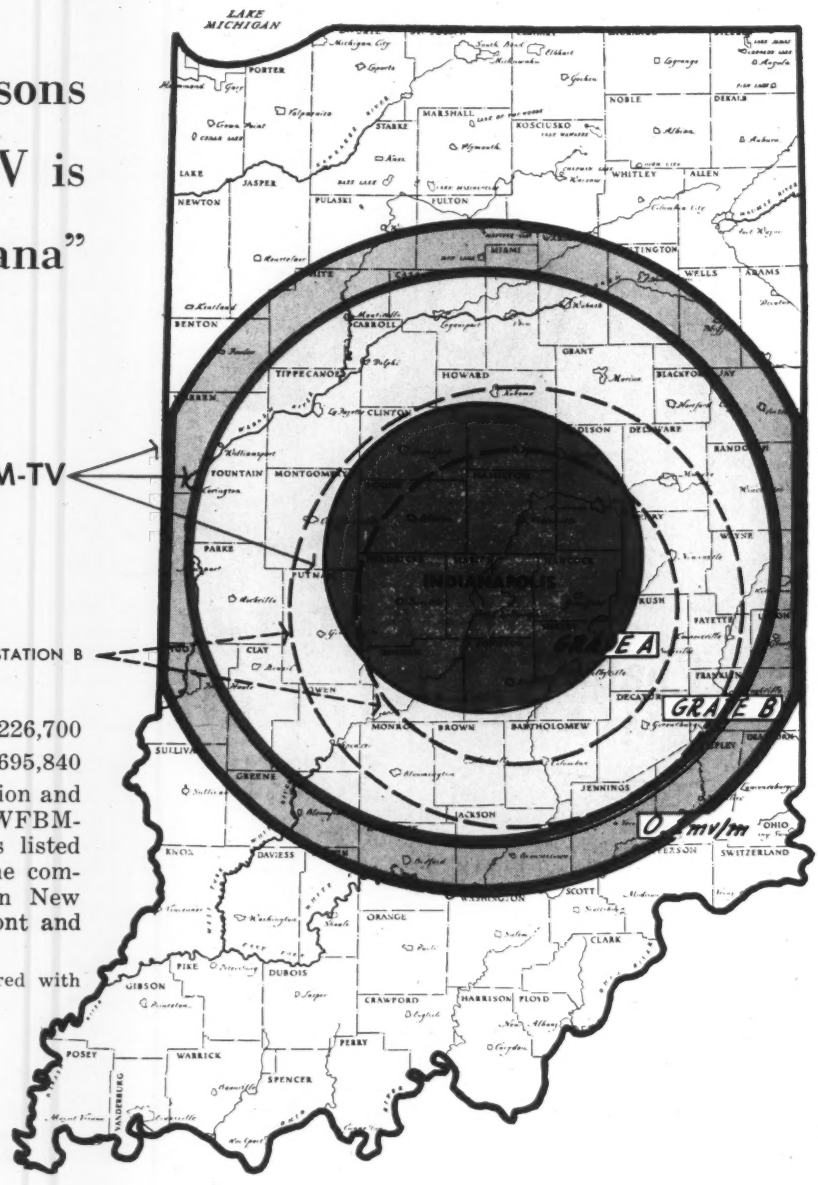
ARB · Miami · Fort Lauderdale · West Palm Beach
Survey Sept. 1954

Show your product to South Florida's 1,200,000 permanent residents over their favorite television channel. See your Free & Peters Colonel today.

WTVJ Channel 4 · MIAMI

Florida's First Television Station.

More reasons why WFBM-TV is "First in Indiana"



COVERAGE

POPULATION, 1954	2,226,700
FAMILIES, 1954	695,840

Note: The population and number of families in WFBM-TV's 0.1 mv (figures listed above) are greater than the combined state totals in New Hampshire, Idaho, Vermont and South Dakota.

(Circles indicate contours as registered with the FCC.)

WFBM-TV
INDIANAPOLIS

Represented Nationally by
The Katz Agency

Affiliated with WEOA, Evansville;
WFDF, Flint;
WOOD AM & TV, Grand Rapids

sistent costs by the *variable profit* per dollar of sales.

Putting it another way, WZZZ begins to make money for its ownership only after revenues amount to $176,600 in the station's fiscal year. But that doesn't mean every revenue dollar over the breakeven point is going to be profit.

Consequently, not volume changes alone, but the *kind* of volume according to product supplies the key to WZZZ's future profitability. It takes one-and-a-half times the dollar volume in local run-of-station announcements to equalize a loss of national spot business. It's not enough to say that "anything we drop on network, we pick up in our back yard from local sponsors." A $1,000 decline in network revenue is accompanied by a $966 decline in profits. To recapture that profit on the station's average variable costs ($40.77) demands new revenues of $1,631.

By such continuous analysis of its sales trends, WZZZ operates with built-in controls that soothe three kinds of managerial headache:

A. As the sales mix changes, so does the breakeven point. When the station's quarterly forecast shows a spurt in specified local spots, the salesmen are oriented toward added program sales. Furthermore, because cost changes don't have a uniform influence on all kinds of time-sale, the management of WZZZ can figure immediately how the impact of, say, a new wage scale will affect profitability and where sales should be redirected to maintain profit levels.

Table III gives an idea of how this works over two quarters. In the actual first quarter, sales were higher than forecasted but profits were lower because of the mixture. This led WZZZ to revise slightly its second quarter forecast to conform more closely to the altered sales pattern. At the same time, taking account of a scheduled increase in production and continuity costs, the station kicked off a second quarter campaign for added local business.

Thus, the actual second quarter delivered a better profit than could have been anticipated in the first quarter's forecast. A big drop in network revenue was speedily counterbalanced. Why? Because rising costs

were mirrored in the station's breakeven points, which in turn flashed their warning of a new sales mixture.

B. At WZZZ, variable costs, being separated and moving fluidly with sales, are controlled by the sales pace. The budget itself, being a non-sacred cow, "moves" according to volume and mixture. Unlike station life under a static budget, department heads are not straitjacketed in their expenditures during periods of increasing sales. Similarly, when sales fall, management knows exactly how and where it must put on the spending brakes.

When discrepancies arise between actual costs and budgeted costs, management sees them quickly. Through breakeven analysis, the problem is easily traced back to its proper department, and corrective measures taken. Given this graphic picture of a need for correction, the station's executives are in a better position to appreciate the overall company viewpoint and the importance of interdepartmental cooperation.

C. In the final analysis, the capability of any management is tied to its skill in anticipating the future. But, as a helping hand, the breakeven idea is invaluable to policy planning. What appears to be a "good gamble" can be broken down into its components for a closer look. For instance, the temptation to increase power as a lure to more national spot or network business is easily examined.

Of especial pertinence in these times is the question of rate revision. Here, with only a few hours' work, station management can assay the effect of a new rate card. A price cut can be projected into terms of the additional volume required to maintain profits. A rate increase can be analyzed to foretell not only how much more profit should result, but also what kind and quantities of business will be lost.

What, then, does breakeven point analysis do for radio station management? For one thing, it reveals the effect on profits of every dollar-and-cents decision. For another thing, it places a measurement on individual performance by personnel and a sensitive control mechanism on costs. Above all, the breakeven idea lets management know its problems as they develop, instead of in the autopsy report of a profit-and-loss statement.

To radio operators in a world of sharpening competition, this can only mean better informed, more aggressive, faster-moving management—with improved performance and better results underwritten by their decisions.

TABLE III: SUMMARIZED FORECAST AND PERFORMANCE MIXTURES OF WZZZ

		Forecasted				Actual		
1st Quarter	Breakeven points	Sales	Variable costs per $100 sales	Total costs	Profits	Sales	Total costs	Profits
Network sales	$ 5,100	$ 7,800	$ 3.41	$ 5,200	$ 2,600	$ 7,000	$ 5,175	$ 1,825
National & regional spot sales	4,000	10,400	25.85	5,650	4,750	10,700	5,725	4,975
Local specified announcements	7,500	9,750	54.55	8,650	1,100	10,000	8,775	1,225
Local run-of-station announcements	6,800	11,050	51.60	8,975	2,075	11,300	9,100	2,200
Local programs & participations sales	22,500	26,000	48.18	24,400	1,600	26,500	24,650	1,850
Totals	$45,900	$65,000		$52,875	$12,125	$65,500	$53,425	$12,075
2nd Quarter								
Network sales	$ 5,100	$ 7,000	$ 3.41	$ 5,175	$ 1,825	$ 7,000	$ 5,175	$ 1,825
National & regional spot sales	4,000	10,600	25.85	5,700	4,900	10,650	5,700	4,950
Local specified announcements	7,600	10,400	54.55	9,000	1,400	10,350	8,975	1,375
Local run-of-station announcements	6,900	11,100	51.60	9,000	2,100	11,150	9,025	2,125
Local programs & participations sales	22,700	27,000	48.18	24,875	2,125	27,200	24,975	2,225
Totals	$46,300	$66,100		$53,750	$12,350	$66,350	$53,850	$12,500

ELECTRONIC EDITING

'BACKGROUND' TECHNIQUE BREATHES NEW LIFE INTO TV FILMS

By Rocco Famighetti

THEY'RE NOT movie-makers; they're television program-makers.

It is this underlying difference that has prompted a band of young television producers and directors of NBC-TV's *Background* series (Sun., 5:30-6 p.m. EST) to attempt a new technique of film editing that is designed to inject "a breath of life" into the filmed series. They contend the process not only insures improved composition, greater impact and increased mobility, but also saves money.

Called "electronic film editing," the technique involves the following: The field camera crew for *Background*, an interpretive reportorial show filmed on location throughout the world, makes a general shot, including the principals and the background. This shot is projected on a screen from the rear, and the studio camera moves forward, backward and sideways to pick out the desired closeups and special compositions not in the original scene.

Ted Mills, producer of the show, believes the process will be a giant stride forward toward his objective of "melding the forms of the drama with the forms of reporting." Mr. Mills is one of the growing cult of young men working on television stations throughout the country who "grew up" in television and is not at all starry-eyed about motion picture production and techniques. He insists that the television medium can improve films and he plans to utilize the "electronic editing" technique in other areas of television, including filmed dramatic programs.

As a person who started in film production and deserted it for television eight years ago, Mr. Mills has been constantly searching for techniques whereby television's magic can improve on movie methods. He discovered a kindred soul in John Goetz, director of *Background*. Mr. Mills had a "rough notion" of what he wanted to do because he had presented an experimental television program over NBC-TV last spring, utilizing some of the principles embodied in the new editing technique. In its present form, the technique was devised by Mr. Goetz in cooperation with NBC engineers Daniel Zompino and Walter O'Meara, but they point out that the process constantly is being refined.

Preparation for *Background* begins with instructions from Messrs. Mills and Goetz to the field camera crews and reporters. They give the field workers a general idea of what they want, but lay down no hard-and-fast rules, relying on the "creativeness" of the crew. The footage is flown to NBC-TV in New York where it is run off in order to develop a "story line." Messrs. Goetz and Mills and Douglas Wood, assistant producer, thereupon perform what they call "conventional editing," keeping in mind that "electronic film editing" is still in the offing. Together, they decide which persons or objects will require camera closeups, dollies, pans and other tv camera techniques.

"Though we tell our crews to take shots that will lend themselves to our method of editing," Mr. Goetz related, "we never know just what is going to happen. In our program on the Suez Canal, a native was telling our reporter how dirty and full of flies the Canal Zone is. In running the film, we noticed a fly crawling down the reporter's shirt collar. When we put the show on the air, we had a close-up following the fly down the collar to the front of his shirt while the native was talking. You can imagine the impact of such a scene."

Other dramatic episodes resulting from use of electronic editing have been one in which a shot of the reporter sitting up front with a bus driver turned into a close-up moving down the aisle of the bus over the necks of the passengers, and another in which a large group picture of one student talking to other students emerged on the television screen with a pan on the students listening, enthralled.

Mr. Goetz and Mr. Mills agreed that the method insures smoothness of transition when a shift of close-ups is desired from a speaker to a reporter, for instance. In that case, they might pan first to an ash tray, then to a highball glass and finally to the reporter. Similarly, they are able to integrate Joseph Harsch, commentator-analyst of the show, with the action as it shifts from, say, Washington to Paris.

One of the major benefits of the new process, according to Mr. Mills, is editing film scenes which, by normal procedures, would be impossible. He said that jump cuts, not usable in ordinary editing, are possible "focusing on such a small portion of t scene that jumps are unseen."

Mr. Mills estimates that the proc up to 40% in costs and in time as comp with the use of film cameras to achieve the same effects. He pointed out that some shots might have to be done five or six times, but are accomplished in one shooting, plus "electronic film editing." Added to this would be the cost of the film and lighting.

Another factor that is particularly important insofar as *Background* is concerned, Mr. Mills continued, is that the process "wears well" with the persons appearing on the show. He explained that all are "amateurs" insofar as television is concerned. They are persons in the public eye or ordinary citizens who are being queried on some significant topic of the day.

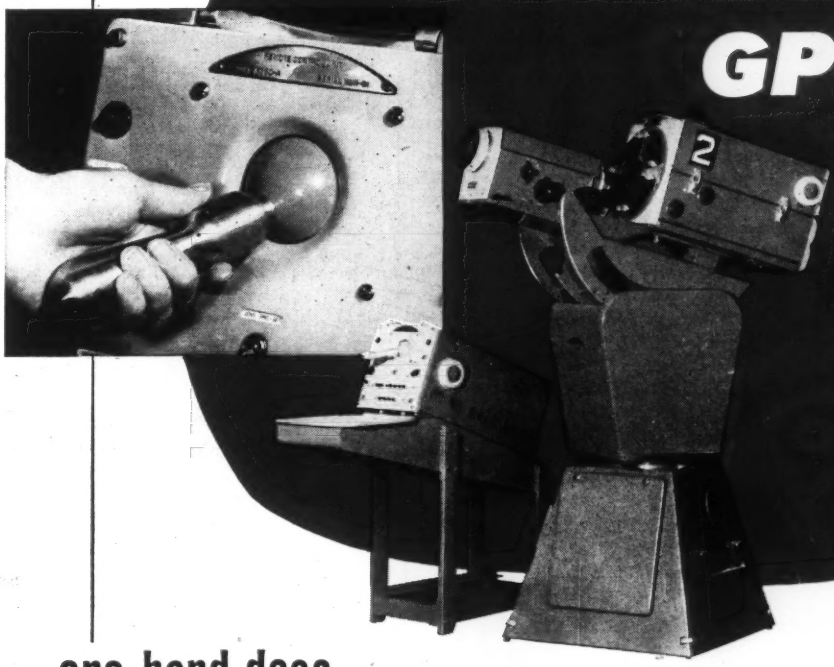
"We spent from 6 p.m. to 5 a.m. shooting Val Bjornson in his home when he was Republican candidate for senator," Mr. Mills related. "If we had perfected our electronic film editing process then, we could have been done by midnight."

Messrs. Mills and Goetz have implicit confidence in the wizardry of the tv camera. They point out they can maneuver it all around the rear projection screen, and can pin-point an area one-eighth of the screen to achieve a desired effect. And the end, they proclaim, is nowhere in sight.

"It's new and exciting," they chorus. "Each week we're learning something new, improving on old ways and picking up new ways. We're convinced that new techniques for improving film are not going to come from motion pictures, but from television."

COMMENTATOR Harsch looks on as camera dollies up to rear projection screen to get closeup shown on monitor.

The REVOLUTIONARY NEW GPL PYE REMOTE CONTROL CAMERA



one hand does the work of many...

Here is the new one-hand camera that makes possible one-camera shows with all the quality of two chains, yet *is operated by one hand from the control room.*

It's an image orthicon camera mounted on the remote control pan and tilt pedestal developed exclusively by GPL PYE. Added is the GPL-Watson Vari-Focus lens, with zoom in or out controlled by two buttons on the pan-tilt stick.

With one hand an operator can pan and tilt to follow action . can zoom in or out for extreme close-up or full stage shots. The same operator may handle audio, film or slide control, or switching.

No operator is needed on the studio floor. If you want protection, a stand-by chain can be kept hot with a capped lens in place. Open lenses can be brought instantly into action by remote control of the turret. This is a feature of GPL PYE cameras alone—all have remote control of focus, lens change and iris.

Ask For Cost Figures: GPL has worked out complete cost figures of what this camera can save you in operating expenses, interest, amortization and maintenance. Savings more than equal cost of added features, including the 3″ to 30″ lens (fully color corrected) and the pan and tilt pedestal. The camera puts money in your pocket the first month of operation.

Phone, wire or write for these figures . . . see how this new development can be used in your station operations.

Write, wire or phone for information on complete television station equipment

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INCORPORATED
PLEASANTVILLE NEW YORK

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Season's Greetings

WSUN RADIO - TELEVISION

St. Petersburg, Florida

(A&A continues from page 32)

Timebuying Discussed At RTES N. Y. Meeting

INFORMATION on the operations of radio and television networks and how to buy time on them was provided at the Radio & Television Executives' Society's timebuying and selling seminar conducted last Tuesday at Toots Shor's restaurant in New York. The next seminar will be held on Jan. 4, 1955, because of a recess period during the holiday season.

John J. Karol, vice president in charge of network sales, CBS Radio, recommended that timebuyers analyze and study all factors available on network radio, including costs, audiences reached, cumulative ratings, and when and where audiences are reached. He maintained that if network radio is used properly, it is still the "best basic advertising buy."

Mr. Karol noted that daytime radio is holding up, and said networks are beginning to program on a five-day-a-week basis at night, extending a formula that has proved successful in daytime radio. He offered the opinion that this program format will give the advertiser "a good buy," because it will enable listeners to remember the program schedules more easily and also will give the sponsor a cumulative audience rating.

In presenting the agency point of view on buying network time, James O. Luce Jr., supervising timebuyer, J. Walter Thompson Co., New York, said that top management of an agency usually is "more involved" in network program purchases than in spot announcement transactions. But he assured timebuyers that their roles were important and they should "guard against" a feeling that they should carry on negotiations exclusively.

Mr. Luce emphasized that timebuyers must become familiar with the various television network sales formats, including information on costs and discounts. Other important considerations, he said, are information on station clearance and station lineup, so that desirable markets may be reached.

Mr. Luce said a timebuyer must consider whether his client's interest would best be served by buying a network radio program or spot announcements. He remarked that both have their virtues, depending on the objectives of the campaign.

Tom McDermott, vice president of N. W. Ayer & Son, New York, served as moderator.

Nielsen Takes Option To Buy BAR Service

A. C. NIELSEN Co. has taken an option to purchase the assets and business operation of Broadcast Advertisers Reports Inc., an organization devoted to the monitoring of spot and local radio-tv advertising schedules for station clients.

MR. NIELSEN

Announcement of completion of negotiations, underway since last February, was made jointly Dec. 10 by Arthur C. Nielsen, president of the market research firm, and Phil Edwards, BAR president.

Mr. Nielsen described the BAR service as a "logical supplement" to the new Nielsen Station Index (NSI) measurement covering local audiences. He said that the two services would be mutually valuable to sponsors and advertising agencies as well as stations in filling the need "for reliable and factual information at the local level."

BAR has been servicing stations with regular reports on advertising schedules in New York, Chicago, Philadelphia and Washington, D. C., the past two years. It has made continuous and simultaneous tapes of leading stations in each market for a full week at intervals throughout the year.

Mr. Nielsen said BAR would be studied for possible coordination with NSI data and toward an assessment of the demand for spot and local commercial data. He said that complete and accurate BAR information and basic data provide a foundation for "precise analysis" tying in with Nielsen's electronic-based audience research.

WOR Picture Puzzle

A TIMEBUYER contest was launched by WOR New York last week. Entry blanks were mailed and timed to arrive on the desks of more than 700 timebuyers in New York, Philadelphia and Chicago last Wednesday morning. Included were pictures of 18 of WOR's radio personalities with a folder listing the station's "18 top radio salesmen." Timebuyers were invited to match the names with the pictures.

Prizes include a 14 karat gold calendar watch, valued at $175, same-valued 14 karat gold Chantilly watch, four Cyman desk clocks and 20 Waterman pen and pencil sets. The contest, which awards prizes to those correctly identifying the 18 personalities on the basis of earliest postmarks, is being handled by Robert J. Sullivan, advertising and promotion director, WOR-AM-TV.

October Sales Record Set For Tv Receiving Tubes

SALES of tv picture tubes by manufacturers set a new record in October, totaling 1,269,674 units compared with 1,149,791 in five-week September, according to Radio-Electronics-Tv Mfrs. Assn. Sales totaled 948,593 in October of last year. Ten-month sales in 1954 totaled 7,764,240 picture tubes compared with 8,501,455 in the same period a year ago.

Sales of receiving tubes totaled 42,347,794 in October compared to 40,966,063 in September and 34,928,108 in October 1953. Ten-month sales of receiving tubes totaled 308,398,701 units compared to 382,080,558 in the same 1953 period, according to RETMA. The October sales of receiving tubes set a new record for a four-week work month.

LN&B Names Six Partners

SIX members of the Liller, Neal & Battle advertising agency staff in Atlanta have been made partners in the firm, according to the agency. They are Sara E. Williams, media director; Howard G. Axelberg, account executive; Sam W. Longino, production manager; Baron G. Roberts, art director; Al E. Sharp, account executive and public relations director, and Greer L. Watts, account executive. All have at least 10 years service.

Lehn & Fink Switches $3.5 Million to M-E

LEHN & FINK, New York (Lysol and Dorothy Gray Cosmetics), which has been with the Lennen & Newell agency, New York, for the past decade, has appointed McCann-Erickson, New York, to handle its advertising—approximately $3.5 million—effective Feb. 28.

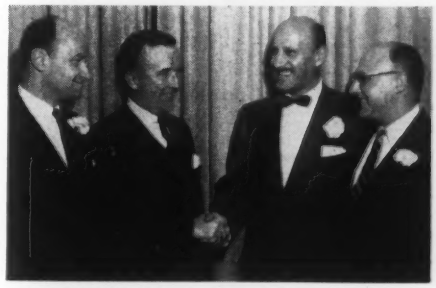
Lehn & Fink's Lysol product has been with L&N for about 10 years and the Dorothy Gray Cosmetic division about seven years.

Lehn & Fink has been sponsoring Ray Bolger on ABC-TV for the past season but the advertiser plans to sponsor reruns of *I Love Lucy* under another name on CBS-TV on Sundays after the first of the year. It is understood to be doubtful the company will renew sponsorship of the Bolger series on ABC-TV.

In addition to the network show Lehn & Fink uses a spot radio and television campaign, running currently in 11 major markets.

Hirshon-Garfield Agency Moves to New Boston Offices

HIRSHON-GARFIELD Inc. advertising agency (New York, Boston, Miami) officially opened new Boston offices at 420 Boylston St., with Vice President Gabriel M. Stern in charge of New England management, according to the agency. The new location features 14 large air-conditioned offices, which comprise more than double the agency's previous space, and a large conference room containing built-in tv and radio sets, movie screen and projector and play-back systems for viewing and hearing commercials prepared by the staff. The Hirshon-Garfield Boston office is celebrating its 15th anniversary this year and the parent office in New York is observing its 35th.



PARTICIPATING in opening day ceremonies of new, enlarged Boston offices of Hirshon-Garfield Inc. advertising agency are (l to r): Herbert Stern, H-G radio-tv director; Donald J. Hurley, president of the Greater Boston Chamber of Commerce; Gabriel M. Stern, H-G vice president and New England manager, and Ruby Newman, merchandising and sales promotion director of the agency.

Piel's at New Year's Peal

PIEL BROS. (Piel's beer), Brooklyn, will sponsor "New Year's in New York," a special two-hour musical variety program starring Orson Bean, hosted by Bud Collyer and featuring three dance orchestras, over WCBS-TV New York on New Year's Eve (11:30 p.m.-1:30 a.m. EST). Agency: Young & Rubicam, N. Y. Time and talent costs are estimated at $25,000.

LATEST RATINGS

PULSE

Top 20 Regularly Scheduled Once-a-Week Tv Shows

	Rating Nov.	Oct.
I Love Lucy (CBS)	40.3	37.8
Dragnet (NBC)	39.1	38.0
Toast of the Town (CBS)	35.9	35.6
Jackie Gleason (CBS)	37.4	34.0
Groucho Marx (NBC)	34.6	34.4
Godfrey's Talent Scouts (CBS)	30.8	30.6
Godfrey and His Friends (CBS)	28.6	27.9
Our Miss Brooks (CBS)	27.6	
Ford Theatre (NBC)	27.4	27.6
Burns & Allen (CBS)	26.7	26.9
December Bride (CBS)	26.3	26.0
This Is Your Life (NBC)	26.2	24.6
What's My Line? (CBS)	26.2	26.4
Mama (CBS)	26.1	24.8
Fireside Theatre (NBC)	26.0	25.8
Steve Allen Hour (NBC)	26.0	
Justice (NBC)	25.6	24.7
Two for the Money (CBS)	25.6	
Studio One (CBS)	25.5	
I've Got a Secret (CBS)	25.0	23.4

Top 10 Regularly Scheduled Multi-Weekly Shows

	Rating Nov.	Oct.
Perry Como (CBS)	14.7	14.5
Howdy Doody (NBC)	14.0	13.9
Eddie Fisher (NBC)	13.9	13.8
Camel News (NBC)	13.5	13.0
Dinah Shore (NBC)	13.1	12.7
CBS News (CBS)	12.4	12.2
Arthur Godfrey (CBS)	11.6	11.5
Search for Tomorrow (CBS)	11.6	11.3
Guiding Light (CBS)	11.5	11.1
Love of Life (CBS)	11.2	10.6

VIDEODEX

Network Top 10 Programs
Nov. 1-7, 1954

Program	No. of Cities	% Tv Homes
1. Dragnet (NBC)	116	40.3
2. You Bet Your Life (NBC)	132	34.7
3. President Eisenhower (CBS)	124	34.3
4. Jackie Gleason (CBS)	97	30.6
5. Ford Theatre (NBC)	156	30.0
6. Fireside Theatre (NBC)	87	28.4
7. Toast of the Town (CBS)	120	28.3
8. Godfrey & Friends (Pillsbury) (CBS)	98	28.1
9. Studio One (CBS)	84	27.9
Tv Playhouse (NBC)	103	27.9
10. Buick-Berle Show (NBC)	115	27.5

(Note: I Love Lucy pre-empted by President Eisenhower Address.)

Program	No. of Cities	Homes (000's)
1. Dragnet (NBC)	116	11,298
2. You Bet Your Life (NBC)	132	9,628
3. President Eisenhower (CBS)	124	9,612
4. Ford Theatre (NBC)	156	8,671
5. Toast of the Town (CBS)	120	7,847
6. Tv Playhouse (NBC)	103	7,553
7. Jackie Gleason (CBS)	97	7,534
8. Godfrey & Friends (Pillsbury) (CBS)	98	7,366
9. Studio One (CBS)	84	7,255
10. Playhouse of Stars (CBS)	112	6,736

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NIELSEN

Two Weeks Ending November 13, 1954 (Tv)
Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (CBS)	14,074
2.	Dragnet (NBC)	13,998
3.	You Bet Your Life (NBC)	13,221
4.	Toast of the Town (CBS)	12,899
5.	Jackie Gleason Show (CBS)	12,777
6.	Buick-Berle Show (NBC)	12,463
7.	Max Liebman Presents—Sun. (NBC)	11,711
8.	Steve Allen Show (NBC)	11,581
9.	This Is Your Life—Wk. 2 (NBC)	11,549
10.	Ford Theatre (NBC)	11,001

Per Cent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1.	I Love Lucy (CBS)	50.3
2.	Dragnet (NBC)	49.1
3.	Buick-Berle Show (NBC)	48.4
4.	Jackie Gleason Show (CBS)	47.2
5.	Toast of the Town (CBS)	46.1
6.	You Bet Your Life (NBC)	45.7
7.	Max Liebman Presents—Sun. (NBC)	41.9
8.	This Is Your Life—Wk. 2 (NBC)	41.5
9.	Steve Allen Show (NBC)	41.3
10.	Disneyland (ABC)	41.0

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Esty Handles Eveready

EVEREADY batteries, whose advertising is handled by William Esty Co., New York, was erroneously shown as a Ruthrauff & Ryan account in B•T's Dec. 13 report that the advertiser is planning a spot announcement campaign starting Jan. 17.

Atlantic Sponsors Phillies

RADIO BROADCASTS of Philadelphia Phillies home and away games and televising of all home games and an undetermined number of away weekend and holiday games under the sponsorship of the Atlantic Refining Co. (gas and oil), was announced in a joint statement by the company and Robert Carpenter, club president. No road games were televised last year.

Details of the radio and tv schedules have not been worked out, but it is expected a radio network of Eastern Pennsylvania, New Jersey and Delaware stations will be used.

Atlantic Refining has been airing Philadelphia major league baseball since 1936.

NEW BUSINESS

Hamm Brewing Co., St. Paul, Minn., and **American Oil Co.,** Baltimore, to jointly sponsor *Year of Crisis: 1954,* one-time simulcast scheduled for Jan. 2 (4-5 p.m. EST), on CBS Radio and CBS-TV. Agencies: Campbell-Mithun, Minneapolis, for Hamm; Joseph Katz Co., Baltimore, for American.

Western Union Telegraph Co., N. Y., will sponsor first-half portion of *John Daly and the News* (ABC-TV, 7:15-7:30 p.m. EST) on Dec. 21 and Dec. 23. Agency: Albert Frank-Guenther Law, N. Y.

Helene Curtis Industries, Chicago, to sponsor *Professional Father* on CBS-TV, Saturdays, 10-10:30 p.m. EST, effective Jan. 8. Earle Ludgin and Gordon Best Co., Chicago, are the agencies for Helene Curtis.

Minute Maid Corp. to sponsor Tournament of Roses Parade from Pasadena, Calif., on NBC-TV, Jan. 1, 12:15-1:45 p.m. EST. Agency: Lynn Baker Inc., N. Y.

AGENCY APPOINTMENTS

Climalene Co. (Bowlene, Climalene, Skidoo, Softo, Softene, Spin cleaner products), Canton, Ohio, has appointed Ruthrauff & Ryan, Chicago. Tv will be used.

Zimmer, Keller & Calvert, Detroit, has resigned Larro Feed Div. of General Mills Inc. account, Minneapolis, effective Jan. 1.

Philco Distributors Inc., Phila., has appointed Gray & Rogers, same city.

Small Appliance Div., General Electric Co., Ashland, Mass., appoints N. W. Ayer & Son, N. Y.

Carlay Co. (Ayds, vitamin-mineral reducing candy), div. of Campana Sales Co., Batavia, Ill., names Erwin, Wasey & Co., N. Y., effective Jan. 1.

Anderson Assoc., Chicago, has appointed H. M. Gross Co., same city, for Saran refrigerator and freezer food bags. Tv is scheduled.

Olympic Radio & Television, N. Y., has named Product Services Adv., same city.

John B. Stetson Co. (men's hats), Phila., appoints Gray & Rogers, same city, for Stetson Div., and Arndt, Preston, Chapin, Lamb & Keen, that city, for Mallory Div. **Atlas Van Lines Inc.,** Chicago, also appoints Gray & Rogers.

Penick & Ford (food products), N. Y., appoints BBDO, same city, for Brer Rabbit Molasses and Vermont Maid Syrup, in addition to P&F's My-T-Fine puddings, to consolidate all advertising with one agency.

AGENCY SHORTS

American Adv. Bureau Inc., Oklahoma City, specializing in industrial advertising, has been formed with David A. Miller as agency's executive vice president and account executive, and Ray Cooley, former production manager and account executive, Lowe Runkle Co., Oklahoma City, also as account executive.

Edward Kletter Assoc., N. Y., will move next month to new and expanded offices at 515 Madison Ave., occupying entire 21st floor. Agency will celebrate second birthday that month.

Hixson & Jorgensen Inc., L. A., moves to 3257 Wilshire Blvd.; telephone remains Dunkirk 8-3121.

A&A PEOPLE

Sandor Heyman, account executive, Roy S. Durstine Inc., L. A., to Golan Import Co. (Diner's Club Wine & Spirits Co. division), Beverly Hills, Calif., as executive vice president.

Clifford Dillon, formerly vice president and copy chief, Sullivan, Stauffer, Colwell & Bayles, N. Y., to Compton Adv., same city, as vice president and creative executive; **James J. Seaborne,** manager, Compton Adv., Hollywood office, transfers to New York office as producer; **Bill Bohen,** producer, named West Coast manager.

MR. DILLON

F. Winslow Stetson Jr., formerly vice president and account supervisor Bryan Houston Inc., N. Y., to Needham, Louis & Brorby, Chicago, as vice president and account executive.

Arthur Gordon, art director, Weiss & Geller, N. Y., appointed vice president.

Emmett H. Crotzer, Anderson-McConnell Adv. Agency, Hollywood, to Byron H. Brown & Staff, L. A., as vice president.

MR. CROTZER

William Bunn, Gordon MacLaren and **William K. Pehlert,** all account executives with Cunningham & Walsh, N. Y., elected vice presidents.

Andrew C. Boyd Jr., copy chief, Erwin, Wasey & Co., L. A., elected vice president.

Addis P. Butler, vice president, Young & Rubicam, N. Y., put in charge of Detroit office, also serving as account supervisor.

John G. Fogarty, formerly vice president, Ross Roy, Detroit, to Frank E. Duggan Adv., Chicago, in similar capacity, effective Jan. 1.

Lynn C. Wimmer, public relations director, Burton Browne Adv., Chicago, elected vice president.

MR. WIMMER

Robert Tait, president, Stromberg-Carlson Co., Rochester, N. Y., elected to board of directors, Ritter Co. (dental and medical equipment), Rochester.

Peter Geisler, J. Walter Thompson Co., Rio de Janeiro office, transfers to Lakeland, Fla., office, assisting **Albert I. Cameron,** who has been appointed vice president.

Philip S. Church Jr., formerly sales executive, WLWD (TV) Dayton, Ohio, to Bridges-Sharp & Assoc., same city, as food merchandising director and account executive.

Donald Josephson, Hecht Co., Washington, to concert dept., Blaine-Thompson Co., N. Y., as assistant account executive.

Ray Zielinski, formerly KTLN Denver, to Boccard, Dunshee and Jacobsen, same city, as account executive.

Russ Broman, public relations director, Western Adv. Agency, L. A., to Guerin, Johnstone, Jeffries Inc., same city, as account executive.

Harold M. Baum appointed account executive, Allan J. Copeland Adv. Agency, Chicago.

Robert K. Byars, formerly assistant advertising manager, Standard Oil Co. (Ind.), Chicago, appointed account executive, D'Arcy Adv. Co., same city.

Dean Landis, formerly with Fuller & Smith & Ross, Cleveland, to Russel M. Seeds Co., Chicago, as account executive.

John T. Doud, copywriter, advertising dept., Delco Appliance Div., General Motors Corp., Rochester, N. Y., to Hutchins Adv. Co., same city, as assistant account executive.

Irvin C. Kenney, assistant manager, Fairfield (Ala.) District Sales Office, Tennessee Coal & Iron Div. of U. S. Steel Corp., Fairfield, appointed to sales department as advertising manager, succeeding **J. D. Walker,** resigned.

Rickey Barr, formerly with traffic dept., Foote, Cone & Belding, N. Y., to Edwards Agency, L. A., as media director.

Robert C. Black, account executive, Dan B. Miner Co., L. A., to Kendall Foods Inc. (dog food subsidiary of Standard Brands), same city, as advertising sales promotion manager; **Walter Kendall** named board chairman and **Royal T. Jumper** named president of firm.

Ferdinand Ziegler, Biow Co., N. Y., to sales promotion dept., McCann-Erickson, same city, as manager.

Richard Terry, Foster & Kleiser Co. (outdoor advertising), L. A., to Don Frank & Assoc., Beverly Hills, Calif., as head of outdoor and radio-tv department.

R. S. Bright, administrative director, Power-Flite Transmission Plant, Indianapolis; transmission plant, Kokomo, Ind., and machined parts and forge plant, New Castle, Ind., Dodge Div. of Chrysler Corp., Detroit, additionally appointed to executive staff, Dodge Div.

Bruce F. Stauderman, producer-director, WXEL (TV) Cleveland, to radio-tv dept., Meldrum & Fewsmith, Cleveland, as manager.

Lois Rea, formerly with Roby Adv., Kansas City, returns to H. M. Gross Co., Chicago, as production manager.

A. W. Harding, director of special surveys section, General Mills Inc., Minneapolis, appointed manager of market analysis department.

Walter E. Taylor, special representative, staff office, product advertising and sales promotion, Ford Motor Co., L. A., named manager, motion picture and tv studio programs, with offices at Lincoln-Mercury plant, 5801 S. Eastern Ave.

Alvin Crane, national art director, Florsheim Shoe Co., Chicago, to Mort Goodman Adv., L. A., as art director.

William Reede appointed regional manager in Europe for Grant Adv., Chicago, opening new office for agency in Zurich, Switzerland.

Roger Patrick, account executive, Walter McCreery Adv., Beverly Hills, Calif., opens own agency, Roger C. Patrick Adv., at 221 S. La Brea Ave., L. A.; telephone: Webster 5-0302. Associated with him is **Paul B. Patrick,** formerly with KGLO Mason City, Iowa.

John D. Berg, formerly producer-director, ABC-TV, appointed tv director, George H. Hartman Co., Chicago.

MR. BERG

John Grogen, former production manager, WRCA-TV New York, and **Paul Burggraf,** director, ABC-TV, to N. W. Ayer & Son, N. Y., as program production staff member and radio-tv dept. manager, respectively.

Hugh Riker, former account executive, Robert Stevens Adv., L. A., starts own agency in Albuquerque, N. M., at 310 Washington St., S. E.

Nelson Daniels, commercial producer, Al Paul Lefton Co., Phila., to Bryan Houston Inc., N. Y., as tv producer.

Richard L. Ziegler, radio-tv copywriter, Ward Wheelock Co., Phila., to radio-tv dept., Gray & Rogers, same city.

John R. Gillingham, Westinghouse Electric Corp., Pittsburgh, to copy dept., Calkins & Holden, L. A.

James McMenemy, director-producer, to production staff, Sullivan, Stauffer, Colwell & Bayles, N. Y.

George Zikakis, news desk copy editor, Voice of America, to publicity staff, Kudner Agency, N. Y.

Ramona Vincent to publicity staff, Arndt, Preston, Chapin, Lamb & Keen, Phila.

Geofrey C. Doyle, account executive, Scandinavian Airlines System, N. Y., and **Erwin A. Levine,** formerly copy chief, Cecil & Presbrey, N. Y., to Grey Adv., same city.

Hall Named Gen. Mgr. For New Vitapix Corp.

EDWARD E. HALL, CBS Radio sales department business manager, has been named vice president and general manager of Vitapix Corp., it is announced today (Monday).

Mr. Hall, who will take over his new duties in January, will handle administrative functions of Vitapix, supervising station service and time clearance activities. He will work directly with Guild Films Co., which has entered into an agreement with Vitapix to sell programs on a national spot basis [B•T, Oct. 25, *et seq.*].

The new Vitapix executive was born in New York in 1911, and attended Columbia U. there. He joined CBS in 1934 in its accounting department, advanced to become manager of the Financial Statistics Division and in 1943 joined the network's Radio Station Relations Department. In 1948 he was appointed eastern division manager of the department. In 1951, Mr. Hall was named eastern division manager for the television station relations division. Later that year he was transferred to the radio side as sales service manager of CBS Radio. He became business manager of the CBS Radio sales department last summer. He lives in White Plains, N. Y., with his wife and three children.

NEW Vitapix Corp. vice president and general manager, Edward E. Hall (l), shakes hands with Kenyon Brown (KWFT-TV Wichita Falls, Tex.), Vitapix president.

'Cantor' Sold in 101 Markets After Four-Week Sales Drive

SALE of *Eddie Cantor Comedy Theatre* in 101 markets four weeks after the sales drive for the series was launched has been announced by John L. Sinn, president of Ziv Television Programs Inc. Included in the markets which will carry the show are New York, Chicago, Los Angeles, Detroit, Washington and Philadelphia.

Among the most recent sponsors signed for the series are P. Ballantine & Sons Brewing Co., which purchased the show for 21 markets on the East Coast; Continental Oil Co., for a number of markets in the mountain states to promote its Conoco products; Griesedieck Brewing Co., for the St. Louis market; Fort Pitt Brewing Co., for six markets, and Associated Grocers food stores for Salt Lake City.

WOR-TV Acquires 82 Films For New 'Long Run' Series

ACQUISITION by WOR-TV New York of 82 new feature-length films from Fortune Productions, New York, was announced last week by Gordon Gray, general manager of the station, who said the films will be shown on a new program called *Fortune Theatre*. Each new film product will be presented 14 times during a two-week period, with the series set to begin on Jan. 18.

Mr. Gray said the success of WOR-TV's *Million Dollar Movie* program has induced the station to utilize a multi-showing formula for *Fortune Theatre*. During the first week, he said, a feature film will be shown for five nights in the 9-10 p.m. EST slot, with an additional matinee from 3:30-4:30 p.m. EST on Saturday and Sunday. During the second week the same feature will be shown seven nights from 11:30-p.m. to 12:30 a.m. EST and a new film will go on from 9-10.

The new films are European productions made with English dialog and include such titles as "Angelo," "Woman Trouble," "The Sicilian," "SOS Submarine," "See Naples and Die" and "City of Violence." Included in the casts of the productions are Gino Lollobrigida, Anna Magnani, Dannielle Darrieux, Vittorio Gassman, Richard Ney, Jean Pierre Aumont and Rossano Brazzi.

Fremantle Sets Film Network For Davis Cup Tv Coverage

FREMANTLE Overseas Radio & Television, New York, has organized a world-wide television film network to bring this year's Davis Cup tennis matches in Australia to television audiences in the U. S., Canada, parts of South America, Great Britain and Italy.

The challenge round matches will be played in Sydney on Dec. 27, 28 and 29 and will be flown to the various countries in time to be transmitted on Dec. 29, 30 and 31. The films will be shown in the U. S. on NBC-TV; Canada, CBC; Great Britain, BBC; Italy, on stations of Radio Audizione Italiane, and on a list of Latin American stations that has not yet been completed. Paul Talbot, Fremantle president, estimated that more than 200 stations will carry films of the tennis matches.

Tele-Pictures to Distribute Lippert Films After Jan. 15

IN A joint announcement last week, E. J. Baumgarten, president of Lippert Pictures and Tele-Pictures Inc., and Harold L. Hackett, president of Official Films Inc., said it has been "mutually agreed that Tele-Pictures Inc., after Jan. 15, 1955, will take over the distribution of the Lippert Feature catalogue for television." Official Films has been distributing the Lippert feature films for the past year.

Mr. Baumgarten said he was "extremely happy" with the volume of sales of Lippert feature films accomplished by Official Films during the past year, but that he wanted Tele-Pictures' own sales organization to assume these duties after Jan. 15. The volume of Lippert feature film business achieved by Official Films during 1954 was said to have been "in excess of $1 million." Mr. Hackett noted that the change in no way affects Official's own half-hour filmed series.

SINGER Carl Brisson has before him a contract calling for $1 million in payments by North American Television Productions, for which he will star in a series of half-hour filmed shows scheduled to appear in early 1955. With him is E. M. Gluckman, NATP president.

Unity Sale Rumors Squelched

ARCHE MAYERS, general manager of Unity Television Corp., New York, last week issued a statement calculated "to offset much gossip and many rumors flying through the trade that Unity is for sale or about to be merged with any other company."

Mr. Mayers acknowledged that there have been "many overtures" made to Unity by syndicates and Wall Street investment groups with respect to public security issues. He said he considered these moves "natural" because Unity has over $3 million in signed contracts to be serviced in 1955, and its outlook for the future is "very bright."

Film Earnings Report Issued

AVERAGE weekly earnings of Hollywood motion picture production workers, including tv film employes, rose from $125.35 during September 1954, to $129.55 during October, according to monthly California State labor statistics bulletin.

FILM SALES

Louis Weiss & Co., L. A., has leased package of 60 full-length westerns to KRDO-TV Colorado Springs, Colo., and KCKT (TV) Great Bend, Kan., making more than 100 stations having leased package, according to company. Other sales for firm are two-run rights to 52 westerns and one-run rights to three 16-episode serials to WINK-TV Fort Myers, Fla., and one-year contract for 48 westerns to WGN-TV Chicago.

Ashley-Steiner Corp., Beverly Hills, Calif., named sales representative by Samuel Goldwyn Jr. for his *The Unexplained* tv film series. Pilot film has been completed and remaining films will go into production upon series' sale.

FILM PRODUCTION

Gross-Krasne Inc., Hollywood, has announced two new film series for January production: *Alias Jimmy Valentine*, 39 films based on O'Henry character, to be produced by Donald Hyde, and *O'Henry Television Playhouse*, with Edward Sutherland as producer-director. United Television Programs, Hollywood, will handle national sponsorship and syndication of both half-hour packages. Firm also is shooting new groups of commercials for H. J. Heinz Co., Pittsburgh, and Lever Bros. (Spry), N. Y., with Vernon Clark, G-K vice president, producing. Leo Langlois, tv director, Maxon Inc., is supervising production on former account. Agency for Lever Bros. is Foote, Cone & Belding, N. Y. Spry commercials feature Jan Miner.

Jerry Fairbanks Productions, Hollywood, has started shooting series of 33 tv spot commercials for Miller Brewing Co., Milwaukee, ranging from 20-seconds to 120-seconds in length, to be used in conjunction with firm's 100th anniversary, starting Jan. 1. Agency: Mathisson & Assoc., Milwaukee.

RANDOM SHOTS

Victory Television Enterprises Inc. (tv film production), 5 E. Preston St., Baltimore, has been formed and currently is producing *Who's On Parade*, syndicated mystery personality contest program.

John F. Ward Associate Productions (commercial films, tv packaging and film distribution), N. Y., has opened additional office and production space at 744 Broad St., Newark, N. J.

Movielab Film Labs Inc., N. Y., undergoing modernization of facilities, including construction of one floor devoted to Eastman Kodak color processing and additional cutting and editing rooms and theatre projection facilities will be made available for tv and motion picture industries.

CBS-TV Film Service, N. Y., has moved to new quarters at 524 W. 57th St.

Circle Film Labs, N. Y., announces it has inaugurated use of special plastic heat sealed bags, said to be dust- and moisture-proof, for shipment of processed films to clients.

Tv Spots, Hollywood, has moved to 1037 N. Cole Ave.; telephone: Hollywood 5-5171.

FILM PEOPLE

C. Halstead Cottington, formerly vice president in charge of radio-tv, Erwin, Wasey & Co., N. Y., to Hollywood Television Service Inc. as executive assistant to president, supervising N. Y. offices.

Richard P. Buch, formerly with CBS-TV Film Sales, N. Y., appointed account executive in charge of newly-created Atlanta (Ga.) office, Film Div. of General Teleradio Inc., N. Y.

Merriman Holtz Jr., formerly manager of cooperative programs and film sales, DuMont Tv, to Pictures Inc. (distribution), Portland, Ore.

Charles Marquis Warren, motion picture producer-director, novelist and short story writer, signed by CBS-TV to write pilot film and produce and direct video film version of CBS Radio *Gunsmoke*.

Sherman Adler, WMCT-TV Memphis, Tenn., to sales staff, NBC-TV Film Div., N. Y.

Rusty Hamer, "Rusty" of ABC-TV *Make Room for Daddy*, named "1954 Ideal American Child" by Jewish National Home for Asthmatic Children, L. A.

TvB'S WHEELS START ROLLING; CASH NAMED STATION RELATIONS DIRECTOR

Tv sales promotion organization launches nationwide membership campaign by mailing question-and-answer brochure to every tv station in the country. TvB claims it already has convinced a bank to invest in tv for a year.

THE NEW Television Bureau of Advertising last week named Norman E. (Pete) Cash, eastern sales manager of ABC, as its director of station relations.

Coincidentally, the bureau launched its nation-wide membership campaign by mailing question-and-answer brochures on the need for TvB to every television station in the country. More than one-third of the first year's $400,000 minimum budget already has been subscribed, even though no solicitations have yet been made, officials said, adding that they were certain the $400,000 would be exceeded.

Mr. Cash, whose appointment is the first announced by President Oliver Treyz since he was picked to head the all-industry sales promotion organization [B•T, Nov. 8], will remain with ABC the rest of this month and join TvB on Jan. 3, two days after its official start.

MR. CASH

Although the bureau does not commence operation officially until Jan. 1, the booklet being sent to stations reports that in its first "actual" week TvB "was instrumental in convincing a West Coast bank to invest in a year's television campaign" by assembling facts to prove "that tv's heaviest impact is among younger families . . . the very kind of prospects they want for new depositors . . . whereas print media predominantly reach older people who are *not* the bank's best prospects." TvB also has already "lined up its sights on a target list of top advertisers who aren't—but should be"—using tv, the brochure says.

The Cash appointment was announced by Mr. Treyz, also an ABC alumnus, at a Thursday news conference also attended by Lawrence H. (Bud) Rogers of WSAZ-TV Huntington, W. Va., TvB treasurer and membership committee chairman, who said the board is "delighted" with the selection of Mr. Cash. Stressing the need for an organization like TvB, Mr. Rogers said that television's share of advertising expenditures will surpass a billion dollars "almost immediately," and that with the help of TvB and tv stations' efforts themselves there is "no reason" why it shouldn't be two billion.

Mr. Treyz said the selection of Mr. Cash gives assurance that "TvB will go over the top in its membership drive."

Mr. Cash, who started his career as a customer's man with a Wall Street firm after graduation from New York U. in 1938, entered broadcasting as a page boy at NBC. He served successively as a producer, sales representative and director of station relations, and negotiated many of the first contracts for NBC-TV.

He moved to Crosley in 1952 as assistant sales manager and shortly became general sales manager, initiating new sales techniques and, among other activities, winning credit for a key role in securing what is termed the largest single television and radio sale, the General Mills account.

Mr. Cash joined ABC in November 1953. He became eastern sales manager a short time ago.

TvB officials, voicing confidence that the first-year minimum goal of a $400,000 budget for TvB will be surpassed, stressed that every dollar beyond the set figure for overhead—a figure not specified, although $250,000 was mentioned hypothetically—is "a fighting dollar" which goes directly for tv-selling projects. Assuming 100% of the tv stations sign up, TvB would have an income of about $930,000 a year as things now stand, not counting income from associate members, officials said.

Hard Work Ahead

The TvB brochure "For Every Tv Station in America" says, in a foreword by TvB Board Co-Chairmen Clair R. McCullough of the Steinman Stations and Richard A. Moore of KTTV (TV) Los Angeles, that "the past year has pointed unmistakably to the fact that television's Klondike days are about ended; 1954's near achievement of a billion-dollar market in tv advertising expenditures was reached with hard work. But, like climbing a mountain, the higher you go the harder it gets. . . .

"The advertising industry believes—as many tv station operators recognize—that from here on it's going to take a well-ammunitioned fight to win bigger shares of the advertiser's budget. . . . A share proportionate to television's immense ability to sell better than any other advertising medium ever devised.

"So TvB has been organized as a ready-to-battle promotion front whose prime function is to sell advertisers increased television appropriations. . . .

"TvB is dedicated to proving—through performance in 1955—that reading this booklet will be one of the most profitable things you have ever done."

Some of the booklet's questions and some of its answers, in shortened form:

Q.—Does television really need a TvB?

A.—We know tv is the No. 1 effective selling medium. So why does it rank third among media in advertising investment? Tv today gets only 10 cents out of every dollar the country's advertisers spend. Tv must get on its promotional bicycle and start peddling.

Q.—Can a single promotion organization, jointly supported by all tv stations, help make tv No. 1 in billings?

A.—As other major media learned long ago, a coordinated group of men equipped with rifles and trained to use them can attack and defend better than the same men on their own. Tv is the only medium without such an organization. Further, tv is beginning to be harrassed by heavily financed promotion of individual print media.

Q.—Won't people just naturally want anything that is better, like tv?

A.—Certainly, but you have to make sure they know about it. Many large advertisers have never been presented with facts on why tv should be their No. 1 medium. For instance, one large food advertiser has canceled its tv spot budget to put the money into a full-year schedule in *Life*. TvB now is undertaking to show this advertiser that it has "thrown the advertising-to-sales-potential out of joint." TvB says the company's main brand is a tea, and that 36 out of every 100 pounds of tea are sold in an area where *Life* has about 27% of its circulation The new advertising strategy leaves that region wide open to competition, covers the rest of the advertiser's market "sparsely and erratically," and costs much more per home reached for much less selling power. This is the sort of job only a TvB-like organization can do.

Things TvB Will Do

Q.—Just what will TvB do about this?

A.—These are some of the things that TvB is starting to do, even ahead of its official Jan. 1 starting date:

1. A program of original research to dig out the facts to validate tv's strength as the *best* way to reach and *sell most* of the advertiser's prospects.

2. Make direct contact with the strategy-making levels of advertisers—who are not—but should be—using tv advertising and convince them with dramatic presentations that they can't afford to ignore television.

3. Work on large current tv advertisers, re-selling them, pointing out they can profit by increasing the share of their budget now invested in tv, provided they do it with enthusiasm, knowledge and imagination.

4. A regular source of useful information about local selling trends and techniques, limited to material that can be used directly and soundly as local sales tools.

TvB will implement a policy of providing

RTNDA Supports

THE Radio-Tv News Directors Assn. has filed a letter supporting the West Virginia Broadcasters Assn. in the latter's opposition to the adoption of Canon 35 by the West Virginia Court of Appeals.

Charles A. Roeder, news director of WCBM Baltimore and chairman of RTNDA's Freedom of Information Committee, wrote the West Virginia Court of Appeals that "though the present subject is technically the extension to television of bans against broadcasting and photographs already practiced by your body, we judge it a step in the wrong direction." Deadline for comments on the court's adoption of Canon 35 was last Wednesday.

NEW OFFICERS of the National Assn. of Television & Radio Farm Directors [B•T, Dec. 6] are (l to r) Frank Atwood, WTIC Hartford, Conn., president; John McDonald, WSM Nashville, Tenn., vice president; Jack Timmons, KWKH Shreveport, La., secretary-treasurer, and Herb Plambeck, WHO Des Moines, Iowa, historian.

material that has *utility*. The criterion for TvB mailings will be: Would this information be available to you if "TvB didn't originate or analyze it and thereby make it available?"

Q.—Exactly how much effort will TvB exert in the local tv advertising field?

A.—TvB will have a separate local sales department. Local advertisers, as we plan it, will be solicited by group presentation meetings. This phase of TvB activity will be most important, particularly if local station members of TvB sponsor these meetings.

Q.—Then TvB plans to develop more advertising revenue by diverting appropriations from other media?

A.—Sales goals are not limited to a larger slice of existing appropriations. TvB's selling efforts also should draw to television new advertising money, thus strengthening the American economy by increasing consumption and creating a higher standard of living.

Q.—How is TvB going to put this plan of action into operation—that is, whose responsibility is it to see that these things get done quickly and right?

A.—Though the first responsibility lies with every station operator—to recognize the need for such a coordinated program and then to give it financial support—the job itself will be done by the best team of television advertising and promotion experts that TvB can assemble.

Q.—Referring to TvB set-up as a team operation: Who heads it?

A.—Selection committee interviewed and screened more than 40 different candidates over a period of more than three months, then chose the man whose qualifications and line of thinking were thought most suitable for the job: Oliver Treyz. He has had experience in research, selling, agency work and television.

Q.—Won't it take some time before TvB really can get started on some of these projects?

A.—No. Though TvB's official starting date is Jan. 1, it actually is at work now. In addition to swinging a West Coast bank to tv, the bureau has other targets and projects lined up. One example: The mechanics for a study of the sudless detergent field, designed to prove that tv reaches more automatic washing machine homes more efficiently than any other medium. Another: Procedures for documenting to large insurance companies that the best sales channel to the most potential new policy holders is tv.

Q.—How much does an individual station have to pay as its share of supporting TvB?

A.—Each member station's dues are pegged at a monthly figure equal to the highest published non-network quarter-hour rate. Membership is for a full calendar year.

Q.—Suppose a station wants to learn more about TvB's plans in various fields that interest it?

A.—Write TvB or phone collect, or drop in personally at TvB headquarters, 444 Madison Ave., New York. When a station "buys in," it is making an investment to help insure and increase the worth of a far greater investment than the station already has, the booklet concludes.

13 Vacancies to Open On NARTB Radio Board

THIRTEEN vacancies on the NARTB Radio Board will occur next year, with election processes to start in January, according to C. E. Arney Jr., secretary-treasurer. Forms will be sent am and fm stations on which they can certify an individual for nomination and election. Terms of odd-numbered district directors and one each of the four at-large groups will expire with the annual convention in May.

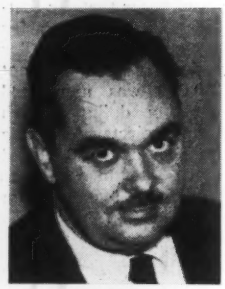
Kenyon Brown, District 13, is the only district director ineligible to run for re-election because of the two-term limit. Three of the four at-large directors whose terms expire are ineligible because of this limit. They are John H. Dewitt Jr., WSM Nashville, large stations; Edgar Kobak, WTWA Thomson, Ga., small stations, and Ben Strouse, WWDC-FM Washington, fm stations. G. Richard Shafto, WIS Columbia, S. C., is the fourth at-large director whose term expires.

District directors whose terms expire are, in addition to Mr. Brown: District 1, Herbert L. Krueger, WTAG Worcester, Mass.; 3, George H. Clinton, WPAR Parkersburg, W. Va.; 5, John Fulton, WQXI Atlanta; 7, F. Ernest Lackey, WHOP Hopkinsville, Ky.; 9, Hugh K. Boice Jr., WEMP Milwaukee; 11, F. E. Fitzsimonds, KFYR Bismarck, N. D.; 15, William D. Pabst, KFRC San Francisco; 17, Richard M. Brown, KPOJ Portland, Ore.

SRA ELECTS YOUNG AS '55 PRESIDENT

ADAM J. YOUNG JR., of Adam J. Young Jr. Inc., was elected president of Station Representatives Assn. Thursday for 1955, succeeding John P. Blair of John Blair Co.

Other officers elected at the annual meeting of the SRA were Arthur McCoy, vice president of Avery-Knodel Inc., vice president; Joseph Timlin, executive vice president of the Branham Co., secretary; John E. Pearson of John E. Pearson Co., treasurer. Elected to the board of directors: Joseph J. Weed, Weed & Co.; Mr. Blair; Russell Woodward, vice president of Free & Peters, and George Brett, vice president of The Katz Agency.



MR. YOUNG

In a discussion of future business, members also reviewed the current level of total advertising expenditure which generally is estimated to be some $8 billions. Expectation, according to SRA, is that this figure will increase, with both radio and tv benefiting.

Also studied were current rapid changes in the radio and tv business. Members were optimistic that spot advertising will fare well in the coming year.

Rhode Island AWRT Chapter Forms in Providence Meet

RHODE ISLAND chapter of American Women in Radio & Television held its organization meeting Dec. 13 in Providence, with Bette Doolittle, director of homemaking services for P. Ballantine & Sons, as guest speaker. Miss Doolittle is AWRT eastern area vice president.

Ruth M. Eddy, WJAR-TV Providence, is state chairman of the Rhode Island chapter. Alice Jackson, WJAR-TV, and Jo Sherman, WARA Attleboro, Mass., are co-chairmen of the New England chapter's annual meeting to be held in Providence in February.

Operations of the chapter were explained by Heloise Parker-Broeg, WEEI Boston, president of the AWRT New England chapter; Constance D. Stackpole, Granite State Network, first vice president, and Lillian Walker, Fall River, Mass., director-at-large for New England.

MEETINGS DILEMMA REMAINS JUST THAT

Reaction to B•T convention analysis — that they cost broadcasters $3.5 million annually — indicates change won't be easy.

SOLUTION to the industry's convention problem—a $3.5 million expense item plus time-consuming burden—isn't going to come easily, judging by reaction last week to a B•T analysis.

NARTB has been studying the whole convention situation and will have a report for the combined boards at their Jan. 25-27 meeting. The association has sent reprints of the Dec. 13 B•T convention analysis to board members and is scanning the whole schedule of meetings held in the last year.

Kevin Sweeney, BAB president, told B•T a partial answer can be found by bringing its clinics close to the stations. This requires more rather than fewer meetings, with BAB to hold 102 sales clinics around the nation in 1955.

If broadcasters feel particular types of meetings are unnecessary, the answer is "not to go," Mr. Sweeney said, noting that BAB's clinics are aimed at sales executives. BAB will run clinics in every city with three or more BAB members, and up to six in large states, cutting down station travel costs.

Carl Haverlin, BMI president, said many of its clinics are held under auspices of state associations back-to-back with their meetings.

102 in 1955

"BAB is undertaking 102 sales clinics in 1955 as a partial answer, paradoxical as it may seem, to the ills outlined in the B•T article on whether this industry is having too many meetings," Mr. Sweeney said.

"BAB sales clinics have been aimed primarily at a group in the radio business which had no meetings for 30 years. The industry has been paying the price recently for this oversight. That group radio missed. We have been trying to reach radio station salesmen and sales managers. We are anxious to have top management at our sales clinics but frankly we must have the salesmen and sales managers.

"BAB's sales clinics lay out a plan of attack on major local and regional advertisers and then develop step by step how the salesman executes this plan. In a sense it's a 'school' for salesmen. For three years we have been averaging about 40 of these sales clinics annually. We ran 40 from the outset—instead of 10 or 20—so that we would have one within a few hundred miles of every station salesman.

"Last year we had over 1,400 salesmen, promotion men, sales managers and managers—no outsiders—in 38 clinics. But that's only 35-40% of our potential because we estimate that our member stations employ about 4,000 men in these capacities and we should be getting to every one of them. The reason we had 1,400 instead of 4,000 is that we were still not close enough geographically to stations to permit them to send all the people who should attend.

"In 1955 we are trying to remedy that situation by running a clinic in every city that has three or more BAB members and by running up to six clinics in states that are large in area. Thereby, we eliminate all travel costs for about 40% of all stations in BAB membership (there's a meeting in their hometown). We estimate an attendance of 2,800 men in these clinics and a total travel cost of no more than $60,000. This is not nickels and dimes but still not considerable to implement a service for which sta-

The Red River Valley's rich black top soil is 16″ deep!

HERE'S a story you ought to know about the Red River Valley—a story that explains why people here are among the Nation's top buyers!

Don't take our word for it. Here's what the Encyclopedia Britannica says:

"This valley (the Red River Valley) was once the bed of a great glacial lake. Its floor is covered by the rich, silty lake deposits, coloured black by decayed vegetation, which makes it one of the most fertile tracts of the continent. Being free from rocks, trees and hills, its wide areas were quickly brought under cultivation by the pioneer, and the valley has continued to be one of the most famous grain-producing regions of the United States."

But the Britannica fails to add that grain accounts for only 30% of the Valley's farm income — and that hogs, lambs, dairy products, beef cattle and other crops account for the other 70%.

Fargo is on the banks of the Red River, the center of the old Valley. Our deep, deep top-soil makes deep, deep pocketbooks. The twenty-six counties in the Fargo Trading Area have a population of 483,700 people. The average per-family sales of these people is $4164, annually, as against $3584 for the rest of the nation.

The average farm in this area produces a gross income of $9518 as compared with the average national farm income of $6687.

You avaricious advertisers grasped the situation a long time ago, and started pouring money into Red River Valley media. And you poured it *right!*

HERE'S a story you ought to know about how and why you advertisers choose WDAY almost unanimously (and now WDAY-TV, too)!

From its very first day, in 1928, WDAY set out to run the goldernedest radio station in America.

Out in the farms and hamlets where the Pierce-Arrows, Cadillacs and Studebakers often got mired down in the winter barnyards, people began at once to listen to WDAY.

Also in the prosperous towns. Also in roaring Fargo itself.

Years later, other stations, and all the networks, came into the area — but WDAY was miles and miles ahead *and still is.* Year in and year out, WDAY racks up some of the most amazing mail-order stories you ever heard of! . . Fan mail pours into WDAY at the rate of 400 letters a day, including Sundays and holidays! . . More than 10,000 families have taken *paid* subscriptions to "Mike Notes", WDAY's monthly newspaper.

Let your Free & Peters Colonels give you the whole WDAY story. It's *really* something!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

NOW in...

DALLAS

452 Rio Grande National Bldg., Dallas, Texas:
Tel: Randolph 5149
Clarke R. Brown, *General Manager*
Andy Peranni
Bob Stuart

ATLANTA

101 Marietta Street Bldg., Atlanta, Georgia
Tel: Cypress 7797
Bill McRae, *Manager*

HOUSTON

520 Lovett Blvd., Room No. 1D, Houston, Texas
Tel: Justin 1601
Jack Lee, *Manager*

we always send a man to do a man's job

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION, INC. TELEVISION
REPRESENTATIVES, INC.

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

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Chicago 1, Illinois
RAndolph 6-6431

Harold Lindley, *Vice Pres.*
6253 Hollywood Boulevard
Hollywood 28, Calif.
HOllywood 7-1480

James Alspaugh, *Mgr.*
155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

Clarke R. Brown, *Mgr.*
452 Rio Grande National Building
Dallas, Texas
Randolph 5149

Bill McRae, *Mgr.*
101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

Jack Lee, *Mgr.*
520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

tions are paying roughly 10 times that amount.

"In short, by bringing the clinics to the members rather than the members to the clinics, we feel that we are doing something to solve the problems of expense and time away from their desks. We are asking our members to send their salesmen and sales management to a one-day school once a year or at most twice a year to make certain they are getting everything out of the service they support. The meetings are all 'how to', have no social aspects, no speeches, and are couched in a 'how to make money' vein.

"BAB has thoroughly explored at least five times in the past 15 months the feasibility of consolidating our meetings with other organizations. To put it bluntly—it just won't work. These are the reasons:

"(1) BAB clinics are for members only. If we meet jointly with organizations whose membership is virtually universal, e.g., state associations, only one-third of the stations in those organizations would benefit by this consolidation because that is all that would be eligible to attend our sessions.

"(2) BMI and BAB manfully tried to do their clinics together in 1953 but inevitable—in fact, necessary—differences between the organizations made it hard for both of us to make the same schedule. For example, BMI graciously agreed to go to cities they hadn't planned to at dates that were uncomfortable to them to accommodate a schedule we had to make.

"(3) The staggered scheduling of industry meetings makes adhering to their scheduling fantastically expensive. Obviously, we couldn't do everything we plan to do for $18,000 annually if we were in Seattle, Boston and Dallas the same week.

"(4) Too many meetings grouped together adversely affect the attendance of some of them. At the end of three days, darn few guys want to sit through another day of meetings no matter how good they are.

"What to do about the curse of too many meetings, we don't know. Meetings and conventions that duplicate one another should certainly go down the drain. But if there is a valid—which means to us 'money-making'—reason for broadcasters to get together then they should get together. We think the BAB sales clinics are that type of a meeting. The simplest way for broadcasters to eliminate any type of meetings they think superfluous is not to go. Maybe that's the best solution."

Mr. Haverlin said: "BMI is always sensitive to the desires of the industry it has served for the past 15 years. It can be pointed out that of 39 program clinics which will be held under the auspices of individual state broadcaster associations, 15 will be held back-to-back with state association meetings."

AWRT Plays Santa

ANNUAL Christmas party sponsored by the American Women in Radio & Television was held last Monday afternoon at the Hotel Warwick, New York. More than 2,000 gifts for 133 New York City families were placed under the AWRT Family Tree. Gifts will be distributed to these families under the auspices of the city's Department of Welfare and Youth Board.

The gift-giving plan was under the direction of Duncan MacDonald, tv consultant. Each member of the New York City AWRT chapter "adopted" a family and selected gifts for the children.

POLICE FIND TV CURBS DELINQUENCY

Television as a cause of juvenile crime is termed a minor factor in the problem by the Detroit Police Dept. Youth Bureau. NARTB Tv Information Committee reviews Detroit stations' efforts to inform the public and halt delinquency.

TELEVISION is useful in controlling juvenile delinquency, according to the Youth Bureau of the Detroit Police Dept.

In analyzing the relationship between tv and the delinquency problem, it was discovered that delinquents and non-delinquents have the same favorite program—*I Love Lucy*.

Findings of the Detroit police are reviewed by NARTB's Television Information Committee in one of a continuing series of analyses of tv's impact on juveniles. Committee chairman is Jack Harris, KPRC-TV Houston.

Inspector Ralph Baker, chief of the Youth Bureau, summed up results of an extensive bureau study this way: "In all juvenile offenders whom we have talked to as they are brought into the detention home, there has been only an occasional mention of tv. On the other hand, the local television stations in Detroit have been exceedingly helpful in carrying programs which will tend to educate parents and children alike in social behavior that will minimize our task. The less arrests we have to make, the better we like it."

Citing three cases in a half-day period in which one of three offenders said he got his robbery idea from a detective show, the inspector said he admitted he "probably would have committed some sort of crime anyway." The other two offenders said they had tv in their homes but did not feel it had anything to do with their offenses.

1-in-3 Not Typical

"This 1-in-3 ratio over a half-day period is not typical," Inspector Baker said, since the offender who mentioned tv was the first juvenile in a long time who made any mention of tv.

Lt. Francis Davey, of the Youth Bureau, believes tv has decreased juvenile delinquency by "keeping kids closer to home and off the streets at night," though frequency of juvenile offenses has been climbing in Detroit for several years. He gave these reasons.

"There has been a tremendous increase in juvenile population which has not been matched by a corresponding increase in social and corrective facilities for them. Naturally, there has been an increase in juvenile delinquency, but it has not been as large an increase as would have been experienced had not television provided a new reason for children sticking close to home and sharing experiences with their parents."

Chief causes of juvenile delinquency, he added, "are too many working mothers, broken homes, and adult circumvention of certain laws by organizing into 'pressure groups' which lead children to discover that they may be successful in circumventing laws by organizing into gangs."

Patrolman Allen Hartz, of the 15th Detroit precinct, finds rare mention of tv in his arrests.

Harlan Ringelberg, assistant chief probation officer of the Wayne County Juvenile Court, said, "Television is a very minor factor—if a factor at all. As a matter of fact, parents of children on probation are encouraged to devote attention to certain tv programs. The difficulty comes in getting them to watch enough of the tv fare which educates, informs and inspires."

"Television needs a drama that will train parents in their responsibilities and still be as compelling as the ordinary family comedy or detective script," in the opinion of Eugene Moran, Negro probation officer. "Television stations and networks put on good instruction, but the audience is largely composed of those adults who do not need the training." He added that parents are careless in knowing their childrens' associates and where they are at night.

"If tv has any effect on juvenile dissatisfaction it is only in presenting so many admirable and personable characters with which the child does not feel that his own parents 'measure up'," Mr. Moran said.

Because of the Detroit Youth Bureau's scientific approach to the problem, CBS has selected it for a sequence on the CBS-TV cultural series, *The Search*.

Dr. William Wattenberg, professor of educational psychology at Wayne U., Detroit, consults with bureau officials regularly and examines many offenders. Though none of his findings has disclosed any link between tv and delinquency, he believes producers of tv detective, mystery and western shows should be extremely cautious about showing any re-enactments of crimes in detail.

Detroit Stations Cooperate

Detroit stations have been cooperating with the Youth Bureau in the delinquency problem. WWJ-TV has a new 15-week series from the U. of Michigan titled *The Teenager*, a study of adolescent behavior. Dr. William C. Morse, associate professor of educational psychology and director of the university's fresh air camp, is instructor on the program which involves discussion of questions of special interest in the area of adolescence and dramatizes situations which teach by example. The station's *Traffic Court* often goes into youth driving problems. Traffic Judge John B. Watts presides over the telecast which the Traffic Safety Assn. and Michigan Bar Assn. officially endorse. A third program is titled *City Affairs*.

Half of the two-hour *Ed McKenzie's Saturday Party* on WXYZ-TV is devoted to teen-age talent shows co-sponsored by the Detroit Parks & Recreation Commission and public schools. WXYZ-TV has a weekly quiz, *Headline Hunters*, telecast in cooperation with public and parochial schools. Detroit police are guests on the WXYZ-TV *Heart of Detroit*, demonstrating police equipment and offering advice on law observance and safety. *Dinner Theatre* is a daily WXYZ-TV show using children from United Foundation-sponsored agencies. Numerous other WXYZ-TV programs deal with the subject.

WJBK-TV has assigned Glenn Boundy Jr. to be a member of the Detroit Mayor's Youth Committee; Kenneth Boehmer, public service director, is an officer of the Businessmen's Youth Club. A number of programs directed at teenagers and parents are telecast, including *Appointment With Age*, a program devoted to problems of retired life with emphasis on youthful respect toward older people. Problems of youngsters are discussed in a U. of Detroit half-hour feature in which educators and students discuss problems of young people. Two other programs are *The Christophers*, film series, and *This Is the Life*, another religious family feature. Michigan State College presents a program for teenagers and parents on WJBK-TV Saturday mornings and Wayne U. has a similar program.

Community Broadcasters Assn. Drafts Organizational Plans

KEY figures of the Community Broadcasters Assn., which seeks a boost from 250 w to 1 kw for Class IV stations, met in Washington last week with the association's counsel and engineer to draft bylaws and membership plans.

F. Ernest Lackey (WHOP Hopkinsville, Ky.), acting chairman, and Robert T. Mason (WMRN Marion, Ohio), John Henzel (WHOL Olean, N. Y.) and Earl Key (WKEY Covington, Va.) met with attorney Howard Shellenberg and engineer T.A.M. Craven. Annual $150 dues per station were decided upon, payable monthly, quarterly or annually.

The organization, which now has 136 member stations in 38 states, will be set up along a district structure corresponding with NARTB districts. State chairmen will be named by the district board.

Mr. Craven has been retained to make an engineering study of six typical Class IV stations across the country to be used by CBA in a membership brochure.

Church Leaves NARTB, Joins Storer Law Staff

ABIAH A. CHURCH, staff attorney of NARTB, has resigned effective Dec. 20 to join the home office of Storer Broadcasting Co., Miami Beach, as staff attorney.

MR. CHURCH

Mr. Church is a member of the bar of the U. S. Supreme Court, District of Columbia and State of Florida. He joined the legal staff of NARTB in September 1951. He received his law degree at George Washington U. in 1950. Before joining NARTB he was a law clerk in the U. S. Court of Claims and had served with several government agencies. He is married to the former Betty Jane Morrison of Washington. They have two children, Harry M., 2, and Susan E., 2 weeks.

NARTB has not yet selected a successor to Mr. Church.

Schneider Succeeds Gold As Film Council President

JOHN J. SCHNEIDER of the Biow Co. was elected president of the National Television Film Council last week, succeeding Melvin L. Gold of Mel Gold Productions.

Other new officers elected are: William Reddick, W. J. German Co., executive vice president; Sidney Mayers, Unity Television Corp., executive secretary; Samuel Spring, New York attorney, treasurer, and Beulah Jarvis, NBC, general secretary. New vice presidents of NTFC are: Arche Mayers, Unity Television Corp., distribution; Bert Hecht, Bill Sturm Studios, production; Jim Ellis, Kudner Agency, agencies; A. Rodner, ABC, stations; Ken Cowan, B•T, membership, and Lou Feldman, Tri-Art Color Corp., laboratories.

Elected to the board of directors are Dr. Alfred N. Goldsmith, Sally Perle, Harold DuMont, Waldo Mayo, Herb Golden, Victor Seydel, David I. Pincus, Charles Carpenter, Marshall Rothen, Kern Moise and Michael Sillerman.

SAFETY COUNCIL LAUDS RADIO-TV

Networks and stations are commended for support of President's S-D Day.

RADIO-TV and other media were lauded last week by the National Safety Council for their "magnificent cooperation" in helping to make S-D (safe-driving) Day a success throughout the nation.

Radio and television networks and stations went all out on the national and local level to drive home safety to American motorists and pedestrians as part of President Eisenhower's official S-D Day proclamation. Local stations were particularly active in newscasts, keeping listeners and viewers informed on traffic fatalities and accidents right up to the minute.

In a statement issued to B•T, Paul Jones, NSC public information director, said:

"Everybody concerned with S-D Day is extremely grateful to the public information media which literally went all out to make the day a success. We know that without this magnificent cooperation we couldn't have gotten to first base. In all the time I've been at the National Safety Council I have never seen finer leadership and cooperation shown by radio, television, the press and advertisers than on the S-D Day campaign. Our sincere thanks go out to them."

Mr. Jones added that broadcasters customarily have been in the forefront of media eliciting material from the Safety Council, particularly over holiday periods when traffic accident and death toll is the highest.

AP and UP wire accounts listed deaths at roughly 48 on mid-Thursday, 10 hours after S-D Day. It appeared that the toll would fall 10 to 15% from its normal level.

Rear Admiral H. B. Miller, director of the President's action for traffic safety, said "S-D Day did precisely what it was intended to do. It focused nationwide attention on the need for safer driving, and it proved that with just a little more care and effort, the traffic toll can be cut substantially." He estimated that if this campaign could have been projected to the entire year, 6,000 lives would have been saved.

A heavy bulk of radio-tv network programs supported the campaign on the eve of S-D Day.

Big Ten May Bolt NCAA In Tv Policy Dispute

DESPITE protests to the contrary, the Big Ten last week seemed girded for battle with the National Collegiate Athletic Assn. over its national football television policy.

At its meeting in Detroit Dec. 9-10, the Western Conference served notice, for the record at least, that it intends to "investigate the proceedings necessary to implement" a plan for regional football tv, subject, of course, to national NCAA policy. Falling short of this goal, the Big Ten said it will consider the "possibility of independent action to put such a program into effect"—thus, bolting the Big Ten.

The movement for a regional plan, adopted by the Big Ten's Tv Committee and approved by its faculty committee and athletic directors, took place after a tv unit report in Detroit [B•T, Dec. 15]. It was entered in the record with no reservation that the council of Western Conference presidents would have to be consulted beforehand.

But, notwithstanding the threat of a bolt from the NCAA, where the Big Ten is perhaps the strongest voice, spokesmen indicated after the Big Ten Detroit session that such a course of action might not be necessary. Observers agreed there is no ostensible reason why the Western Conference should resign from NCAA despite the fact it would be barred from all NCAA sports competition. If the Big Ten and the Pacific Coast Conference (also a backer of regionally-controlled tv) simply refrain from taking part in the NCAA 1955 football tv program it will cripple it to such an extent it would no longer be economically feasible.

The Big Ten will go through the motions of submitting a regional plan at the 1955 NCAA annual convention in New York Jan. 5-7 just as it did in Cincinnati last year.

There was speculation that under the Big Ten regional plan Notre Dame might be induced to join a seven-state region attractive enough to lure a national network and a sponsor. No one takes this proposition very seriously in view of the inherent opposition between Notre Dame and the Big Ten. The latter group's plan calls for one telecast of each team home and away or perhaps one countrywide appearance keyed to the NCAA national schedule.

In announcing the possibility of "independent action," Bill Reed, assistant Big Ten commissioner, acknowledged that "we do not have the answer now and we have ducked the question before. We will have an answer in January." The answer, according to well-informed authorities, was that the Big Ten would never bolt the NCAA.

The Big Ten would divide the program into two segments, one expiring on the Saturday before Thanksgiving and the other starting at that time. The Western Conference schedule is completed by the holiday. The second phase would cover other games telecast nationally.

Text of the statement by the athletic directors and faculty committee:

"The joint group declares that a National Collegiate Athletic Association television program of the character in operation this season is entirely unacceptable to the Big Ten.

"The joint group reaffirms its belief that a program of nationally-controlled regional television such as the conference has proposed in the past is the most suitable plan for NCAA control. The conference will strongly urge such a plan upon the NCAA.

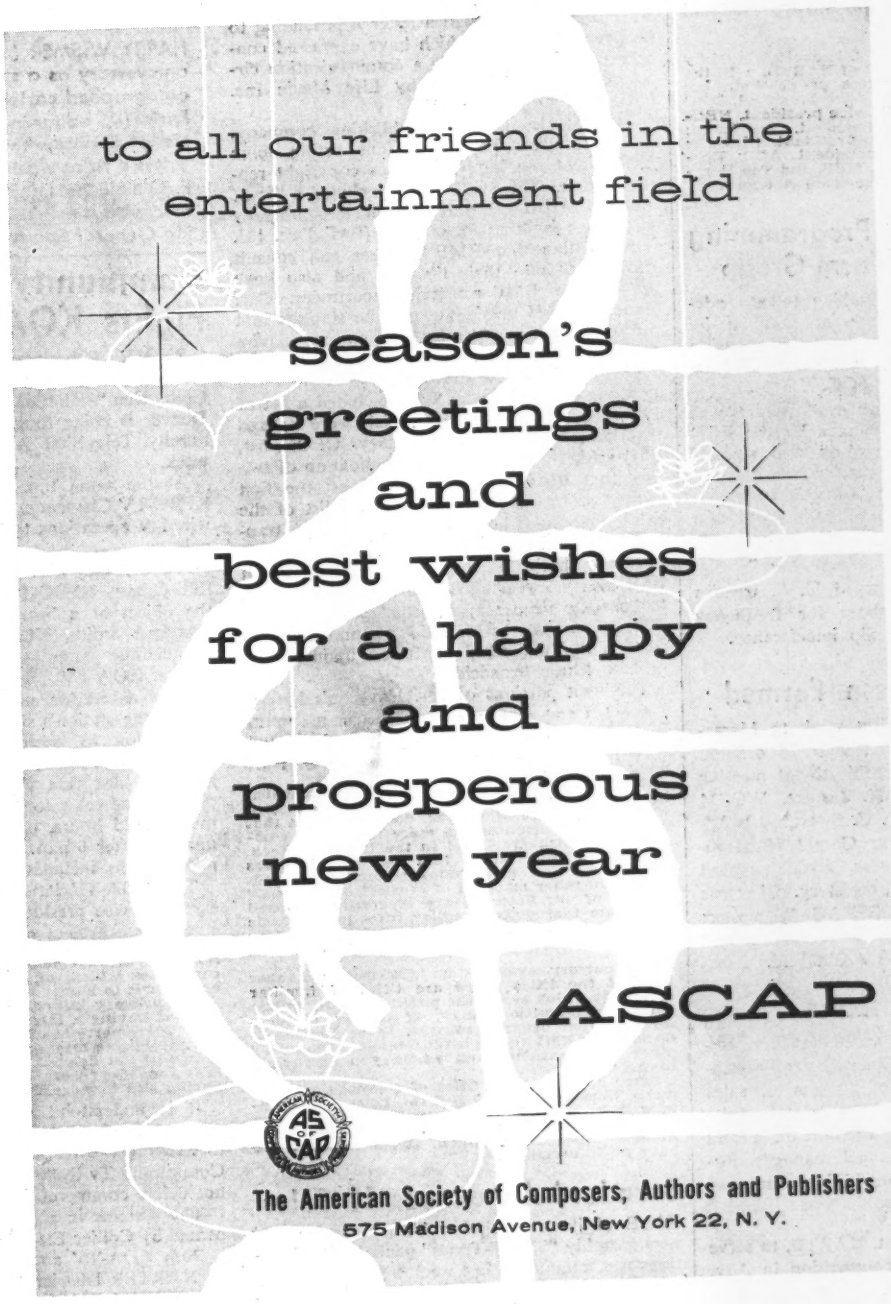
"The conference is proceeding to investigate the procedures necessary to implement the conclusions stated above prior to the national convention in January. The tv committee has been instructed to put the plan of regional tv across."

Tv Football Control Urged By Retiring NCAA Committee

CONTINUATION of a "reasonable" tv football control program was urged by the retiring Television Committee of the National Collegiate Athletic Assn. at a meeting held Wednesday at NCAA Kansas City headquarters. The 1954 program was described as successful.

Walt Byers, NCAA executive director, said the new tv committee will be named at the annual convention in New York Jan. 3-7. Mr. Byers said the committee's four 1954 objectives had been attained. These were: to reduce adverse effects of live tv on game attendance; to spread tv among as many NCAA members as possible; to provide football tv to the public to the extent compatible with other objectives and to develop ways of promoting the best interest of college sports through tv facilities.

The Eastern Collegiate Athletic Conference had voted Dec. 10 to adopt a restricted tv football program similar to the NCAA formula [B•T, Dec. 13].


to all our friends in the entertainment field
season's greetings and best wishes for a happy and prosperous new year
ASCAP
The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N. Y.

March of Dimes Picks Chairmen From Industry

CHAIRMANSHIP posts on the 1955 March of Dimes committee have been given to a number of personalities in the broadcasting industry. In addition to Eddie Cantor, lifetime chairman of the March of Dimes On-the-Air, the following radio-tv celebrities will serve as chairmen: Bob Hope, Armed Forces Div.; Martin Block, Disc Jockey Div.; Douglas Edwards, News Commentator Div.; Dave Garroway, National Entertainment Div., and Les Brown, National Dance Band Leaders' Div.

The National Radio-Tv Div. is chairmanned by Harold E. Fellows, president of NARTB, with the following network executives as co-chairmen: William H. Fineshriber Jr., vice president, NBC Radio; Thomas A. McAvity, vice president, NBC-TV; Lester Gottlieb, vice president, CBS Radio; Hubbell Robinson Jr., vice president, CBS-TV; Robert M. Weitman, vice president, ABC; Herbert C. Rice, vice president, MBS, and Ted Bergmann, director, DuMont Television Network.

Adequate Farm Programming Sought By Ohio Farm Group

RECOMMENDATIONS looking toward adequate farm programming were outlined by delegates to the Ohio Farm Bureau Federation and sent to the American Farm Bureau Federation for forwarding to the FCC.

Called for were: full farm news coverage as a criterion for granting licenses by the FCC to rural stations; fixed sign-on and sign-off schedules throughout the year for farm stations which now operate on a "sunset" basis and "sufficient power to provide all rural areas with a strong, clear, interference-free signal through local or regional broadcasting stations."

The farm group also urged U. S. treaties with the country's neighbors for frequency allocations to minimize radio interference.

Massachusetts Assn. Formed

CHARTER was granted last week to Massachusetts Broadcasters Assn., with 28 original members, following an organizational meeting held last June. George H. Jaspert, WCCM Lawrence, is president; W. C. Swartley, WBZ-TV Boston, vice president; Gerald Harrison, WMAS Springfield, treasurer, and Sherwood J. Tarlow, WHIL Medford, secretary. Directors are Herbert L. Krueger, WTAG Worcester; Ansel E. Gridley, WWOR-TV Worcester, and John T. Parsons, WMGT-TV Pittsfield.

TRADE ASSN. PEOPLE

Robert L. Moore, eastern sales manager, Bureau of Adv. of American Newspaper Publishers Assn., N. Y., promoted to general sales manager, succeeding **John C. Ottinger Jr.,** who becomes assistant director of bureau; **Frank T. Barnes,** office and personnel manager, Bureau of Adv., named assistant business manager of bureau.

Harold E. Fellows, president, NARTB, to serve as judge, 1954-55 awards competition in Adv. Federation of America's annual club achievement contest.

Frank Crane, managing director, Southern Calif. Broadcasters Assn., Hollywood, named chairman, L. A. City Civil and Air Defense public relations advisory committee. Mr. Crane also named to Los Angeles Chamber of Commerce research committee.

LIFE MUSIC INDEX DRAWS BMI COMMENT

Haverlin letter seeks to clear up confusion about music publishing company's communication listing some 2,000 titles for which it implied copyright representation.

BMI last week released a letter it is sending to its licensed stations which have expressed concern or puzzlement over a communication circulated a fortnight ago by Life Music Inc. [CLOSED CIRCUIT, Dec. 13].

Life Music, a music publishing company, had sent broadsides to stations listing some 2,000 titles and implying it has copyright representation. The mailing also included a list of more than 50,000 tunes which the company said it has facilities for clearing [B•T, Dec. 13].

Reminding that BMI licensees can consult BMI indexes in their libraries and also have use of the BMI research department, Carl Haverlin, BMI president, told the stations that the organization "cannot, of course, advise stations on whether or not they should take out a license from Life Music Inc."

Along with the letter, BMI included a list of 195 Life Music selections which were deleted from BMI's catalog last February. Of this list, BMI said, "It is, in fact, a consolidation of two lists that BMI sent to its licensees; the first purely a title list and the second a list of the titles that had been recorded and/or transcribed."

Noting that Life Music Inc. (which split with BMI nearly a year ago) had requested stations to "execute license agreements" with the publishing company, BMI said a number of licensees had expressed confusion upon receipt of Life Music broadsides.

Pertinent portions of Mr. Haverlin's letter:

A quick and cursory examination of the "Title Clearance Index" sent out by Life Music Inc. indicates that all but one ("Daddy From Georgia Way") of the compositions deleted by BMI are included in the "Title Clearance Index."

If you will read Life Music's letter with which the Title Index was transmitted, however, you will see that Life Music Inc. does not claim that it exclusively licenses the more than 2,000 compositions which are listed in the Index. Indeed, Life Music Inc. states that this list includes "traditional and anonymous compositions, folk songs and other material of Musical Americana."

Some of our licensees are especially confused by noting that many familiar titles in the basic BMI catalogs and indexes also appear in the Life Music Inc. "Title Clearance Index" of Jan. 1, 1955.

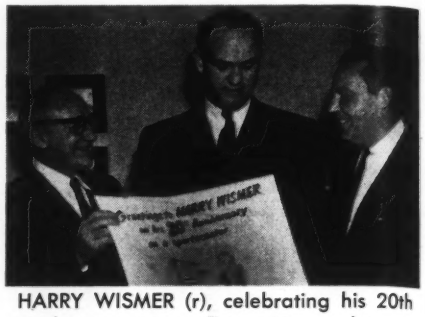
Our cursory examination discloses that over 1,500 of the titles listed are titles of familiar selections which are in the public domain. Public domain compositions may, of course, be performed from original sources, in arrangements licensed by BMI and in arrangements licensed by other organizations from whom you may have licenses.

After deducting the titles of compositions formerly licensed by BMI and the titles which appear to be titles of familiar public domain compositions, there is, of course, a residue of several hundred titles about which, at the moment, we have no information.

Standard Announces 10 Sales

SALE of its transcription library service and new monthly "Shorty-Tunes" package to 10 stations was announced last week by Milton Blink, president of Standard Radio Transcription Services Inc. He also reported a 50% boost in sales of Standard's sound effects.

Sales were to the following stations: WDCF Dade City, Fla.; WTIK Durham, N. C.; KPOL Los Angeles; WNER Live Oak, Fla.; WBHP Huntsville, Ala.; WLBC Leesburg, Fla.; WCCO Minneapolis; WCEF Parkersburg, W. Va.; WPLA Plant City, Fla., and KSEW Sitka, Alaska.



HARRY WISMER (r), celebrating his 20th anniversary as a sportscaster, receives an autographed cartoon greeting from Barry Faris (l), editor-in-chief of International News Service, for which Mr. Wismer writes a twice-weekly column, and Thomas F. O'Neil, president of Mutual. Mr. Wismer is on a number of MBS shows, including *General Sports Time*.

Community Tv Assn. Fights KOA-TV Move

A REQUEST that community television systems in Casper and Laramie, Wyo., and Sterling, Colo., sign "affiliation" contracts with KOA-TV Denver is being fought by the National Community Television Assn., it was learned last week.

At the same time, it was understood that KFBC-TV Cheyenne, Wyo., has asked the three wired-tv operations to cease picking up its signals.

A conference with KOA-TV officials and with Bill Grove, KFBC-TV general manager, was the object of a hurried trip last week by E. Stratford Smith, NCTA Washington counsel. No definite commitments were made.

The KOA-TV memorandum to the three systems asked for an agreement which would permit the station's signals to be picked up for distribution to subscribers provided that no commercial announcements were deleted. It also provided that the community tv systems pick up and relay to subscribers a weekly minimum of 25 hours, of which at least 14 hours must be after 6 p.m. No payment for this permission was included in the agreement.

The KOA-TV letter, signed by Don Searle, executive vice president, said:

The rapid growth of community antenna systems has convinced us that it is now necessary to formalize arrangements between our stations and companies which, on a commercial basis, relay our signals to homes of subscribers.

Our primary interest is that of viewers of our stations having a fair opportunity to watch representative portions of our programming and that the advertising messages which accompanied programs be not deleted, since, in the final analysis it is the advertisers who bear the cost of producing and broadcasting the programs.

It is understood that the Casper antenna system now devotes more than 25% of its time to relaying the KOA-TV signals. The system, Community Tv Systems of Wyoming Inc., does not delete commercials, it was reported.

The systems in Laramie and in Sterling are owned by Collier Electric Co.

Both KOA-TV and KFBC-TV are members of NARTB's District 14, which has asked the NARTB to investigate community tv systems.

Community tv systems are under attack from other sources. Ziv Television Productions has threatened to sue Community Antenna Inc. of Reno to prohibit distribution of Ziv programs broadcast from San Francisco, and the New York Yankees and Brooklyn Dodgers have threatened court action against Pottsville Transvideo Corp. and Wire Teleview Corp of Pottsville, Pa., to stop pickups of their games.

Hotter than a dollar pistol

Slap leather, come up with Pinky Lee, and you'll move merchandise faster than an adman can write up an expense voucher.

70,000 CHECKERED BEANIES. Pinky makes just eight announcements that for two Kolynos box tops and 50¢ (a total cash outlay of $1.15) he'll send one of his checkered beanie caps. Pinky and Kolynos are swamped with 70,000 requests.

3,000,000 BRACELETS. Pinky, in thirteen one-minute announcements, offers a free identification bracelet with every purchase of Weatherbird shoes by International. To date, 3,000,000 bracelets are adorning the wrists of Lee-minded small fry.

20,000 IN A HOTEL LOBBY. Pinky announces *once* that he'll appear in person at a Cleveland hotel, and 20,000 children and adults try to jam into the lobby. Pinky gives two performances inside the hotel, and then, to satisfy the huge overflow, he does a show from the roof of a Euclid Avenue bus.

5,000,000 DAILY AUDIENCE. An average of 3,500,000 children and 1,500,000 adults watches Pinky Lee every weekday, Monday through Friday, 5-5:30 p.m. EST. The Pinky Lee Show is the second highest rated daytime program on the NBC-TV network.

Ponder Pinky for selling products specifically for children—or products whose purchase children influence (which covers about everything but cyclotrons). With participations or 15-minute segments, you get a dynamic personality-salesman, high year-round ratings, a vast late-afternoon audience of children and mothers, easy-to-earn discounts on low basic costs, maximum flexibility of scheduling and station-lineup.

Pinky Lee's the hot pistol that makes a habit of triggering phenomenal audience and sales response. Call your NBC representative for the details.

NBC television
a service of RCA

SEN. KILGORE, BROADCASTER CHERNOFF DRAFT RADIO-TV MONOPOLY PROBE PLANS

Chairman-apparent of Senate Judiciary Committee names fellow-West Virginian as consultant. The veteran broadcaster indicates he will 'proceed slowly.'

BROADCASTER Howard L. Chernoff and Sen. Harley M. Kilgore (D-W. Va.) have agreed on the "basic objectives" in the latter's proposed investigation of "monopoly practices in radio and television"—in which Mr. Chernoff would act as "consultant."

Sen. Kilgore, who becomes chairman of the Senate Judiciary Committee in next year's Democrat-controlled Congress, is making the announcement today (Monday) after conferences with Mr. Chernoff last week in Washington.

Following the talks with Sen. Kilgore, Mr. Chernoff conferred with top network manufacturing and other industry officials in Washington and New York in discussions relating to the "nature and extent" of the proposed probe.

Sen. Kilgore, who last winter strongly criticized what he called "monopolistic" trends in common ownership of radio and tv stations and newspapers [B•T, Feb. 22, *et seq.*], said he was "highly pleased" with last week's talks, which covered a "wide range of subjects" relating to the communications industry.

The senator said he had asked Mr. Chernoff, "a long-time friend" dating back to the latter's days as general manager of the West Virginia Network a decade ago, to act as consultant for the proposed inquiry.

Mr. Chernoff, for his part, made it clear immediately that he plans to "proceed slowly," saying that "too many investigations in the past have been conducted with a shotgun instead of a rifle." Mr. Chernoff, now a West Coast radio-tv consultant and former general manager of KFMB-AM-TV San Diego and the San Diego *Journal*, was asked by the senator to meet with top industry officials, members of the FCC and other interested parties for "exploratory conversations."

Sen. Kilgore said his talks with Mr. Chernoff covered such subjects as ownership of radio and tv outlets by newspapers and by networks and manufacturers of receiving sets and parts for sets. The conferences also dealt with network practices regarding free speech, open forums, commentators and presentation of both sides of issues, the West Virginian said.

The senator said they also discussed the practice of one local station tying up the programs of two networks, thus denying network programs to another station in the same market. Another subject included in the talks, he said, was the proposed subscription tv system—whether it could aid small station operators and whether the public will pay for "entertainment which has historically been given to it free of charge."

After his New York discussions last week, Mr. Chernoff left to spend the holidays at his San Diego home. He will return to Washington around Jan. 10 for a report to Sen. Kilgore with recommendations on the overall plans for the probe.

Sen. Kilgore, it was revealed last week, held talks with CBS President Frank Stanton during the latter's visit to Washington the previous weekend to attend the annual Gridiron dinner staged by newsmen in the Nation's Capital.

Meanwhile, speculation was seething last week on Capitol Hill and in the industry over a number of questions raised by the proposed Kilgore investigation: (1) How far and into how many fields does Sen. Kilgore intend to go? (2) Will the senator himself head the probe? (3) Will it be conducted by the full Judiciary Committee or its Anti-Monopoly Subcommittee? (4) If the probe is turned over to the subcommittee, will Sen. Kilgore become chairman of that unit? (5) If not, who will? A Democrat or Republican? (6) Will the Senate Commerce Committee, already in the middle of its Bricker probe of networks and uhf-vhf, stand still for a Kilgore sally into its jealously-guarded broadcasting domain? (7) If so, who will iron out jurisdictional problems and how?

Although some reports have indicated Sen. Kilgore intends to make a wholesale investigation in virtually all phases of communications, Mr. Chernoff's statement that the probe will use a "rifle" instead of a "shotgun" has been interpreted to mean that a good deal of restraint will be employed. For instance, it is not believed that a probe of the patent-licensing structure is intended, despite a statement by Sen. Kilgore last winter criticizing "wide influence throughout the industry" by one corporation which he said owned not only several radio and tv stations and networks, but also "numerous important patents"—an obvious reference to RCA.

BROADCASTER Howard L. Chernoff (l) confers with Sen. Harley M. Kilgore (D-W. Va.). The senator has asked Mr. Chernoff to become a consultant in a proposed investigation of "monopoly" in the communications field.

Sen. Kilgore at that time asked action by the Senate Judiciary and Commerce committees and by the Justice Dept.'s Anti-Trust Division.

There has been no indication that anyone other than Sen. Kilgore will head the monopoly investigation. It has been said that Sen. William Langer (R-N. D.) wants to become chairman of the Anti-Monopoly Subcommittee, and as such the North Dakota Republican conceivably could head the probe.

Precedent for appointment of an opposition party member to head a subcommittee of the Judiciary Committee was set originally in the 82nd Congress by the late Sen. Pat McCarran (D-Nev.), then committee chairman, who named Sen. Alexander Wiley (R-Wis.) as chairman of the Patents, Trademarks & Copyrights Subcommittee. GOP Sen. Langer, as committee chairman in the 83rd Congress, reciprocated by naming Democratic Sen. McCarran as head of the Judicial Improvements Machinery Subcommittee.

Democratic Sen. Estes Kefauver (Tenn.) has been mentioned as a possible choice for the anti-monopoly unit. The Tennessean also is ranking member on the Judiciary Committee's Juvenile Delinquency Subcommittee and his name has been mentioned for chairmanship of that group along with that of Sen. Thomas C. Hennings (D-Mo.). The juvenile delinquency unit, presently headed by retiring Sen. Robert C. Hendrickson (R-N. J.), expires Jan. 31 unless the Senate sees fit to continue it. This group has held several hearings on whether tv programs affect juvenile delinquency and will make a special report on television programs to the 84th Congress.

In the matter of jurisdiction between the Kilgore probe and the Bricker investigation of networks and uhf-vhf by the Senate Commerce Committee, some overlap is bound to come up.

Whether the Senate Commerce Committee, to be headed by Sen. Warren Magnuson (D-Wash.), would countenance the shift of any part of its investigation to the Kilgore probers remains to be seen.

If so, the direction of the Commerce Committee probe would have to be changed drastically, since its precipitation hinged largely on a proposal by Sen. John W. Bricker (R-Ohio), present chairman, calling for regulation of networks by the FCC.

It is almost certain no steps will be taken by the Kilgore probe until a conference among Sens. Kilgore and Magnuson as chairmen of the two committees, and possibly Sen. Lyndon B. Johnson (D-Tex.), Democratic leader, to determine areas of jurisdiction by the Commerce and Judiciary committees.

Mr. Chernoff, who resigned two years ago as general manager of KFMB-AM-TV [B•T, Nov. 16, 1953], is 42.5% owner with his wife of WTAP-TV Parkersburg, W. Va. (ch. 15). He also is an unpaid consultant for the Ford Foundation's Fund for the Republic and as such advises on the expenditure of about $3 million in television.

STORER MIAMI BUY APPROVED BY FCC

Multiple-station owner becomes first to hold maximum seven tvs. FCC reallocates Miami area channels.

FIRST multiple broadcast owner to own the full complement of seven tv stations is Storer Broadcasting Co. Last week, the FCC authorized Storer's purchase of WMIE-TV Miami and reallocated uhf channels between Miami and Fort Lauderdale [B•T, Nov. 22].

The action, taken over the dissents of Comrs. Frieda B. Hennock and Robert T. Bartley—with Chairman George C. McConnaughey abstaining—permits the establishment of a ch. 23 station at the Miami antenna "farm."

With the transfer of the WMIE-TV grant from E. D. Rivers Sr., former governor of Georgia, to Storer for $35,409, the Storer company is also buying the facilities of WFTL-TV Fort Lauderdale from the *Fort Lauderdale Daily News* and Noran E. Kersta, former NBC television executive, for $300,000. WFTL-TV has been operating on ch. 23 since May 1953.

WMIE-TV's grant was for ch. 27. Because of its lack of channel separation from WFTL-TV's ch. 23, it was impossible to locate WMIE-TV's antenna at the Miami "farm." By buying WMIE-TV and the assets of WFTL-TV, Storer was able to have ch. 23 moved to Miami and ch. 39 moved into Fort Lauderdale. This permits the use of ch. 23 at the Miami tv antenna cluster area, northwest of the city.

Storer plans call for the erection of a 1,000-

The Season's Best

for the ASSOCIATION OF AMERICAN RAILROADS

ft. antenna, with ultimate power of 1,000 kw. As an interim operation, WMIE-TV will be operated on ch. 23 at the Ft. Lauderdale location until a 500-ft. Miami tower and antenna are completed. The operation will then be moved to Miami location, under new WGBS-TV call letters. Storer already owns WGBS-AM-FM there. Mr. Kersta, 21% owner of WFTL-TV, remains as manager.

Upon commencement of WGBS-TV operation, the ch. 39 Fort Lauderdale grant will be returned to the Commission.

The FCC's approval of the Storer arrangement was made after one protest to the transaction was received by the FCC. This was from WINZ-WMFL (TV) Miami-Hollywood, Fla., and asked that a hearing be held.

In taking over the assets of WFTL-TV, Storer secures the present NBC-TV affiliation to that station. However, this contains a 90-day cancellation clause and it is considered doubtful if the new WGBS-TV can retain the affiliation if Biscayne Tv Corp. wins out in the Miami ch. 7 contest. Biscayne is composed of the Cox and Knight interests, with Niles Trammell, former NBC president, as key principal. Cox owns WIOD-*Miami News* and Knight owns WQAM-*Miami Herald*.

The Miami ch. 7 hearing, which is awaiting an initial decision from the hearing examiner, also involves East Coast Tv Corp., Southern Florida Tv Corp. and Sunbeam Tv Corp. All are composed principally of local businessmen.

The second unassigned Miami vhf frequency, ch. 10, is also the subject of a hearing. The hearing has been closed, and replies to proposed findings are due Dec. 31. Applicants are WKAT Miami Beach, WCKY Cincinnati, North Dade Video Inc. and Public Service Tv Inc. North Dade is composed of local businessmen, and Public Service is owned by National Airlines Inc.

WTVJ (TV) Miami, operating on ch. 4 since 1949, is affiliated with CBS, NBC and DuMont. It is owned by the Wolfson-Meyer Corp. (theatre owners). Also operating in the Miami area is WITV (TV) Fort Lauderdale on ch. 17, affiliated with ABC and DuMont.

Storer May Convert Vhf's

There has been talk that Storer planned to underwrite the cost of converting Miami area vhf sets to uhf. Last week, George B. Storer Sr., president of the company bearing his name, told B•T that a "thorough investigation into costs and other factors will be made" before a final decision is made on that subject. An appraisal of conversions already made will be undertaken soon, Mr. Storer said. He added that a preliminary study indicated that conversions have been going forward at a rapid pace because of existing available uhf service.

Storer moved into the Miami area immediately following the consummation of its $8.5 million purchase of Empire Coil Co., which owned WXEL (TV) Cleveland and KPTV (TV) Portland, Ore.; its $330,000 purchase of WJW-AM-FM Cleveland, and the $3.5 million sale of its KGBS-AM-TV San Antonio to the Express Publishing Co. [B•T, Nov. 15, 1].

With last week's FCC approval of its Miami purchase, Storer now owns the maximum am and tv stations permitted by FCC. This is seven in each category. However, in tv, the maximum cannot be more than 5 vhf's.

Storer ownership now embraces:

WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WGBS-AM-FM-TV Miami, WJW-AM-FM and WXEL (TV) Cleveland, KPTV (TV) Portland (Ore.) and WWVA-AM-FM Wheeling. The Portland and Miami tv's are uhf; the remainder are vhf.

AT&T HINTS NEW INTERCITY RELAY

NEW TYPE of AT&T intercity tv relay service seems to be on the horizon—and it may be cheaper than existing "lines."

That is the only inference to be drawn from a press release issued by AT&T Thursday following its filing of counter-comments in the FCC proposal to permit privately-owned intercity tv relays by tv stations in distant locations.

At the same time, the second application to establish a privately-owned, non-Bell, common carrier intercity relay between Denver and Rapid City, S. D., was filed last week with the FCC, in the name of Black Hills Video Co.

AT&T's statement referred to its counter-comments in answer to the several score comments filed last month in favor of the FCC's proposal [B•T, Nov. 15]. It then went on:

The company added, moreover, that it believes "a satisfactory solution can be found only through the joint effort of all concerned. To this end, it offers to cooperate to the fullest extent with the Commission and all other parties in an effort to solve the problem." In this connection the company is examining the possibility of a new type of service to meet the developing requirement for the off-the-air pickup method of serving smaller communities.

It was this last phrase in the statement—but which was not included in its reply comments—that set speculation going.

Just what the Bell system had in mind could not be ascertained at week's end, but it apparently hinted at a "junior" type service for tv stations utilizing off-the-air techniques. Since the major complaint on Bell intercity service is costs, the prospective new service is probably less expensive than the regular intercity connection tariff.

Unrealistic Figures

AT&T, in its reply comments, emphasized its belief that the comparative figures used by many stations to show that privately-owned intercity relays can be built and operated more cheaply than AT&T lines were "unrealistically low." AT&T said the figures used seemed to include only material costs and not such other charges as engineering surveys, legal expense, engineering and installation expenses for building, tower and equipment installation, test equipment, spare parts and access roads. It also said that many of the estimates seemed to be for intermediate links, and no allowances were made for terminal gear.

No provision seemed to have been made, it noted, for motor vehicle costs, power, tube replacements, repairs to towers, buildings and roads, costs of money, administrative expense, property taxes and income taxes.

AT&T acknowledged that off-air pickups were undoubtedly less expensive than direct coaxial or microwave links. But, it said, the pictures secured thereby were inferior, and there was risk of interference.

AT&T said the present rules are working and no change should be made. FCC policy is to have common carrier companies furnish intercity relay facilities to bring network programs to stations. However, stations may build their own relays, if common carrier facilities are not available, on an interim basis.

Others who filed counter-comments last week were North Dakota Broadcasting Co. (KCJB-TV Minot and KXJB Valley City), WEAU-TV Eau Claire, Wis., National Assn. of Educational Broadcasters, and Uhf Coordinating Committee.

North Dakota company said that in the month of October 1954, its AT&T bill for the 213-mile connection between Fargo, N. D., and Minneapolis was $11,765.60. It also had to pay a $11,000 expediting charge to get interconnection, it said. This was the company whose petition instituted the rule-making

WEAU-TV said the present FCC policy regarding intercity connections was arrived at during tv's "prehistoric" era. It called for new thinking on the subject in the light of today's experiences. NAEB seconded the comments of the Joint Committee on Educational Tv, stating that state-wide educational tv systems could only become a reality if the stations were allowed to build their own microwave interconnections. The uhf committee attacked the AT&T reasoning that it would lose money unless it secured both big and little customers on its routes.

Black Hills Video Co. numbers among its principals J. E. Belknap, whose J. E. Belknap Assoc. was the first to receive FCC approval for the installation of a common carrier microwave relay to feed Memphis tv signals to a community tv system at Poplar Bluff and Kennett, Mo. [B•T, May 10], and C. Hamilton Moses, chairman of Arkansas Power & Light Co., and Winthrop Rockefeller, financier. Both of the latter are associated with Midwest Video Co., which has interests in several community tv systems.

Last September an application to perform the same function was filed by Bartlett & Reed Management Co. [B•T, Sept. 27].

Black Hills plans to tie in Denver with Rapid City on a nine-hop system at a cost of $309,823 to build and $110,000 to operate. Income is estimated at $120,000 for the first year at a charge of $10,000 per month, assuming a single customer—either a tv station or a community tv system. Grant of ch. 3 to principals associated with KOTA Rapid City was made two weeks ago [B•T, Dec. 13]. There is no community antenna system at present.

The Bartlett & Reed application, still pending FCC approval, proposed a seven-hop relay, and stated it was planned to feed a community tv system. Cost was estimated at $211,265.51 to build, with revenues of $100,000 estimated the first year. Charge would be $8,500 per month. Both plan to use Philco 2,000 mc band microwave equipment.

Rapid City is 312 airmiles from Denver.

'Over-the-Horizon'

FCC last week authorized interim use of uhf tv channels in the 716-890 mc band for radio-telephone use in southern Florida to augment present AT&T underwater cables to Cuba, and to experiment in "over-the-horizon" tv transmissions [B•T, Nov. 15, Sept. 27]. Order, effective Jan. 21, warns that no harmful interference may be caused to tv stations in this country or in Cuba. It also conditioned the allocation on continuing review to determine when the interim allocation should be discontinued.

Only comment on the FCC's proposal was made by NARTB, which expressed "concern" about the use of a broadcast band for non-broadcast purposes, also asking that the authority be granted only for three years. AT&T, which asked for the change, assured the FCC that no interference to tv stations would result.

The order amends Part II of the FCC rules establishing frequencies in the International Fixed Public Radiocommunications Service.

Blaw-Knox 1029-foot tower stood firm against hurricane blasts

"During the last 30 years we've lost four towers to high winds and hurricanes," said John Peffer, assistant manager of WTAR-TV Norfolk, Virginia, "but we've never lost a Blaw-Knox Tower."

Mr. Peffer then cited their most recent experience during hurricane Hazel that hit so hard at Norfolk and the surrounding area.

In the nearby town of Driver, where WTAR's newest tower is located, the wind velocity was recorded up to 108 miles per hour. At that point the anemometer was blown down. But the 1029-foot, triangular, guyed Blaw-Knox TV Tower stood firm against the hurricane blasts.

In Norfolk, during the same blow, the indicator on the wind velocity meter frequently sat tight against the 100 mph pin (the maximum reading on that meter). But WTAR's tower in the downtown area . . . a 400-foot, four-legged, self-supporting Blaw-Knox TV Tower . . . came through in good shape.

These are just two typical examples of the sturdy strength of all Blaw-Knox Towers . . . designed and constructed to meet your specific requirements.

For further information on the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417.

BLAW-KNOX COMPANY
Blaw-Knox Equipment Division • Tower Department
Pittsburgh 38, Pennsylvania

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Guyed and self-supporting—for AM • FM
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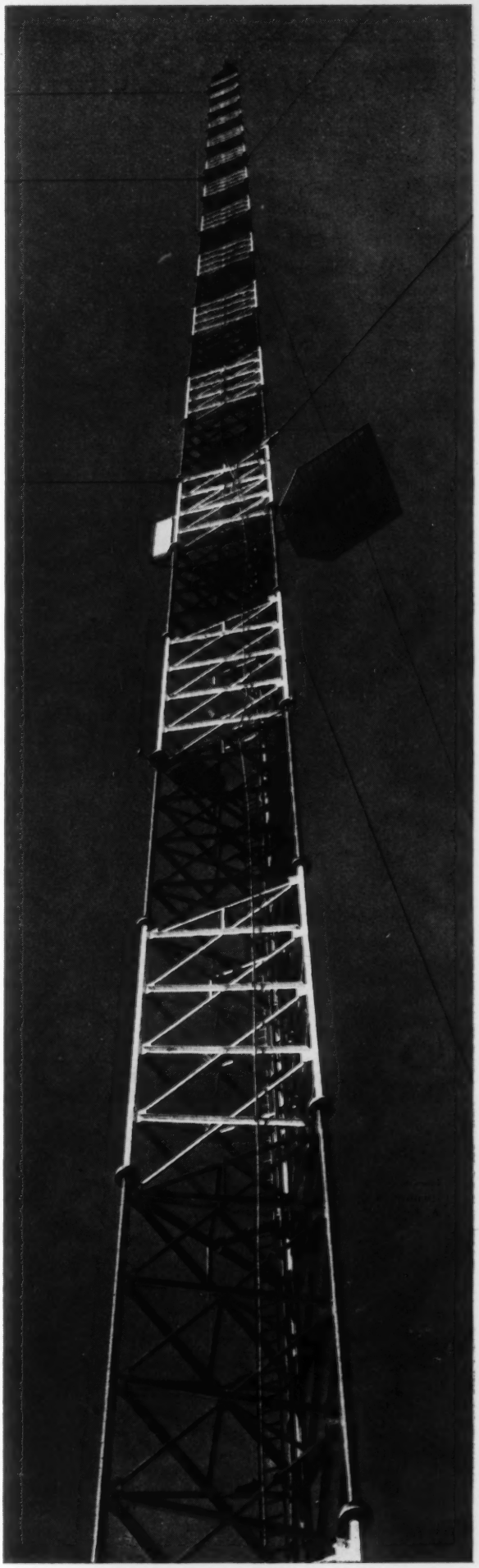


'53 AM-FM-TV GROSS HITS $908 MILLION

FCC figures show am and fm grossed $475.3 million and that tv took in $432.7 million. The combined figures make 1953 the biggest year to date.

TOTAL revenues of the radio (am and fm) broadcast industry for 1953 amounted to $475.3 million, 1.1% above 1952, FCC reported last week. Combined with the final tv revenue of $432.7 million [B•T, Oct. 25], the broadcast industry did a combined record business of $908 million in 1953, the highest to date.

Total revenues comprise the sale of time, talent and program material to advertisers (Table 1).

Radio networks, including their 22 owned stations, reported total revenue of $97.3 million in 1953, or 3.3% below 1952. After deducting $86.9 million for cost of operation, network radio profits (before Federal income tax) totaled $10.4 million, 7.1% under 1952.

A total of 2,457 radio stations reported total revenues of $378 million in 1953, or 2.4% above the previous year. Expenses totaled $333.4 million, leaving an aggregate profit of $44.6 million, off 8.8% from 1952 (Table 2).

The radio industry (all networks and stations) reported a profit of $55 million in 1953, 8.4% less than the year before. Combined with the television industry profit of $68 million, the total broadcast industry profit last year was $123 million, or 6.4% above 1952. 1953 was the first year in which television profits exceeded those of radio, FCC explained.

Time sales by the radio networks declined 10.4% in 1953, the Commission reported, while non-network time sales to national spot advertisers increased 4.8% and sales to local advertisers increased 4.1% (Table 3).

Additional tabulations of 1953 radio financial data by tv and non-tv markets, profitable and losing stations, by network affiliation and size of community will be issued later, FCC said.

Table 1

BROADCAST REVENUES, EXPENSES, AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES 1952-1953

Service	1953	1952	Percent Increase In 1953
	($ Millions)		
	Total Broadcast Revenues		
Radio	$475.3	$469.7	1.1
Television	432.7	324.2	33.5
Industry Total	$908.0	$793.9	14.3
	Total Broadcast Expenses		
Radio	$420.3	$409.6	2.6
Television	364.7	268.7	35.7
Industry Total	$785.0	$678.3	15.7
	Broadcast Income (before Federal Income Tax)		
Radio	$55.0	$60.1	(8.4)
Television	68.0	55.5	22.5
Industry Total	$123.0	$115.6	6.4

[1] Includes AM and FM broadcasting.

NOTE:1953 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,434 AM and AM-FM and 45 independent FM stations. 1952 data are for the same networks and 2,324 AM and AM-FM and 56 independent FM stations. 1953 TV data cover the operations of 4 networks and 334 stations; 1952 data are for the same networks and 122 stations.

Table 2

BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES 1952-1953

	1953	1952	Percent Increase or (Decrease) 1953
	($ Millions)		
	Total Broadcast Revenues		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$97.3	$100.6	(3.3%)
Other radio stations[2]	378.0	369.1	2.4
Total	$475.3	$469.7	1.2
	Total Broadcast Expenses		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$86.9	$89.4	(2.8)
Other radio stations[2]	333.4	320.2	4.1
Total	$420.3	$409.6	2.6
	Broadcast Income (before Federal Income Tax)		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$10.4	$11.2	(7.1)
Other radio stations[2]	44.6	48.9	(8.8)
Total	$55.0	$60.1	(8.5)

[1] Includes the operations of 25 network owned stations in 1952 and 22 network owned stations in 1953.
[2] Includes 2,355 AM, AM-FM or Independent FM stations in 1952 and 2,457 in 1953.

Table 3

COMPARATIVE FINANCIAL DATA OF RADIO[1] NETWORKS AND STATIONS 1952-1953

($ Thousands)

Item	Amount 1953	Percent of Increase (Decrease)
Number of networks	7[2]	
Number of stations	2,434[3]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$92,865	(9.4)
b. Regional networks	4,235	(4.0)
c. Miscellaneous networks and stations	957	(67.2)
Total	98,057	(10.4)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	129,605	4.8
b. Local advertisers and sponsors	249,544	4.1
Total revenues from non-network time sales	379,149	4.4
Total revenues from time sales	477,206	0.9
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	51,196	(2.8)
Net revenues from time sales	426,010	1.3
B. Revenues from incidental broadcast activities:		
Talent	33,616	0.6
Sundry broadcast revenues	14,959	2.0
Total revenues from incidental broadcast activities	48,575	1.0
Total broadcast revenues	474,585	1.3
C. Total broadcast expenses of networks and stations	418,789	2.8
D. Broadcast income (or loss) before Federal income tax	$55,796	(8.6)

[1] Excludes 45 independently operated FM stations.
[2] Includes 3 regional networks, the Yankee Network, Inc., The Don Lee Broadcasting System and the Texas State Network, Inc.
[3] 2,324 stations reported in 1952.

Table 4

COMPARATIVE FINANCIAL DATA OF RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS 1952-1953

($ Thousands)

Item	Amount 1953	Percent of Increase (Decrease)
Number of networks	7	
Number of stations	22[1]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$65,426	(0.5)
b. Regional networks	1,570	(47.5)
c. Miscellaneous networks and stations	14	(84.6)
Total	67,010	(2.9)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	16,852	6.2
b. Local advertisers and sponsors	8,076	(3.9)
Total revenues from non-network time sales	24,928	2.7
Total revenues from time sales	91,938	(4.6)
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	18,244[2]	(10.6)
Net revenues from time sales	73,694	(3.0)
B. Revenues from incidental broadcast activities:		
Talent	19,383	(3.2)
Sundry broadcast revenues	4,256	(8.5)
Total revenues from incidental broadcast activities	23,639	(4.2)
Total broadcast revenues	97,333	(3.3)
C. Total broadcast expenses of networks and stations	86,922	(2.8)
D. Broadcast income (or loss) before Federal income tax	$10,411	(7.2)

[1] Includes the operations of 25 network owned stations in 1952.
[2] Of this amount $14,001,360 is applicable to the total sale of network time.

Table 5

COMPARATIVE FINANCIAL DATA OF RADIO STATIONS 1952-1953

($ Thousands)

Item	Amount 1953	Percent of Increase (Decrease)
Number of stations	2,412[1]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$27,439	(24.2%)
b. Regional networks	2,665	87.3
c. Miscellaneous networks and stations	943	(66.7)
Total	31,047	(23.2)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	112,753	4.6
b. Local advertisers and sponsors	241,468[2]	4.4
Total revenue from non-network time sales	354,221	4.5
Total revenues from time sales	385,268	2.2
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	32,952	2.2
Net revenues from time sales	352,316	2.3
B. Revenues from incidental broadcast activities:		
Talent	14,233	6.3
Sundry broadcast revenues	10,703	6.8
Total revenues from incidental broadcast revenues	24,936	6.5
Total broadcast revenues	377,252	2.5
C. Total broadcast expenses of networks and stations	331,867	4.3
D. Broadcast income (or loss) before Federal income tax	$45,385	(9.0%)

[1] 2,299 stations reported in 1952.
[2] Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

This message is the tenth of a series

How does research help Boeing build airplanes?

The facilities for research and development at Boeing's Seattle plant are probably the most complete in the aircraft industry. No other plane builder spends as much money or as many engineering man-hours in research.

What's the reason for this investment of time and funds? How does it help Boeing contribute to the national defense?

Some knowledge of current aircraft trends is required to understand the answer. The jet airplanes Boeing builds are bigger, faster, fly farther at higher altitudes and are vastly more complex than any planes of the past. And along with their development the company is engaged in a highly important pilotless interceptor program for the Air Force.

Even Boeing's long experience provided few precedents for these projects. Many of their details were in unexplored territory. That is why the time spent in aerodynamic research alone on such an advanced airplane as the B-52 Stratofortress has totaled more than 318,000 engineering man-hours.

Laboratories built with profits

To supply the modern equipment needed for research and development by more than 5,000 Boeing engineers, the company has consistently plowed 70 per cent of its earnings back into the business for this and other purposes.

In the rapidly changing science of aviation, facilities that are up to the minute one day may be wholly inadequate after a short time. As an example, the Boeing trans-sonic wind tunnel, completely rebuilt at a cost of $1,600,000 and trebled in horsepower two years ago, has been of great value in developing the B-52 and the jet Stratotanker-Stratoliner. Yet today a requirement exists for a second tunnel capable of even faster supersonic speeds. A study for such a tunnel has been virtually completed.

In like manner, a dozen other laboratories for applied research are constantly improved to meet new conditions. They include such facilities as the huge new $6,000,000 Flight Test Center, equipped with instruments that record the myriad changes of pressure, stress and strain in an airplane flying miles above the earth; the Structural Test area, where complete aircraft are subjected to terrific punishment in a hydraulic "torture chamber" four stories high; and the Climate Room and Strato-Chamber, which duplicate the extremes of heat and cold, moisture and atmospheric pressure encountered in today's faster, higher flight.

The shifting pattern of research

New problems arise in the design of each advanced model. Metallurgical research has become increasingly vital, for supersonic planes and their component parts are now subjected to strains and temperatures that would have disintegrated the metals used in earlier aircraft.

Boeing's Electrical and Electronics Laboratories are engaged in large-scale research projects to implement the complicated automatic systems of both manned and pilotless aircraft. And at the same time development is pushed forward in the Mechanical Equipment, Hydraulic, Physical Research, Acoustics, and Rocket and Ram-jet Power Laboratories. In still a newer realm, investigations are progressing into the nuclear power field.

Electronic computers aid the research engineers by providing answers in a few hours to problems that once would have required months to solve. Yet human ingenuity and vision are of greater importance than ever before.

Today the Boeing 707 jet tanker-transport prototype is setting an extraordinary record of success in its test flights. The reason can be traced to the aerodynamic research that went into its development—research that tested the wing design, pod-mounted engines and other outstanding features.

Only through such long, painstaking effort can America be assured of the world's best aircraft.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

'DIVERSIFICATION' DISCRIMINATES, ANPA BRIEF TO SAY ON FCC POLICY

'Amicus Curiae' brief to be filed next month with U. S. Court of Appeals for D. C. by publishers association on behalf of California's McClatchy newspaper-broadcasting chain. It will charge FCC discriminates against newspaper applicants.

AMERICAN Newspaper Publishers Assn. moved last week to help get a court ruling on FCC's policy of what ANPA termed "discriminating against newspapers or persons associated with newspapers in the matter of granting or refusing applications for television permits."

The action was taken by the ANPA board, authorizing its legal counsel to file an "amicus curiae" (friend of the court) brief in the U. S. Court of Appeals for the District of Columbia in McClatchy Broadcasting Co.'s appeal from an FCC ruling [B•T, Nov. 8].

A spokesman for ANPA told B•T late Thursday that Elisha Hanson, general counsel of ANPA, will file the brief "sometime in January," pointing out that this action will be taken after McClatchy Broadcasting files its brief.

ANPA noted that in the McClatchy case, the hearing examiner of the Commission found that McClatchy Broadcasting, which is associated with the McClatchy Newspapers of Calif., is "better qualified in every respect to render service to the community than its competing applicant for a television construction permit."

ANPA pointed out that the Commission overruled its examiner and ruled that superiority of the McClatchy application "does not outweigh the comparative advantages alleged to inhere in the competing applicant because of the fact that it had no connection with a newspaper or other radio or television interests in Sacramento, as well as throughout the central valleys of California."

ANPA Questions Criteria Use

The ANPA statement noted that the Federal Communications Act provides that permits shall be granted only after a finding by the Commission that such grants the made in the public interest, convenience and necessity. The statement added:

"In recent months, the Commission apparently has adhered to a policy of denying applications by anyone associated with the newspaper publishing business where a competing applicant has shown that its principals are of good character and sound financial standing. Thus, the broad criteria of public interest, convenience and necessity have been subordinated to a commission policy of 'diversification of media'."

Cranston Williams, general manager of ANPA, issued the following statement designed to explain ANPA's reason for its action:

"The board of directors of the ANPA has authorized this action, not for the purpose of assisting a particular applicant for a television construction permit, but for the sole purpose of obtaining a court ruling on the present policy of the Commission, which is nothing more nor less than a policy of discrimination against newspapers or anyone associated with newspapers applying for a television construction permit. By a distorted construction of its authority under existing law, the Commission has been and is now discriminating against persons associated with newspapers solely because of the fact that they are associated with newspapers.

"In an earlier case, the Court of Appeals for the District of Columbia held that the Commission's power 'does not embrace and should not be extended by implication to embrace a ban on newspapers as such, for in that case it would follow that the power to exclude exists also as to schools and churches; and if to these, the interdict might be applied wherever the Commission chooses to apply it. This, we think, would be in total contravention of that equality of right and opportunity which Congress has meticulously written into the Act, and likewise in contravention of that vital principle that whatever fetters a free press fetters ourselves.'

"It is the contention of the American Newspaper Publishers Association that in the present state of the law, a newspaper owner who demonstrates ability to render superior service cannot be denied an application for a license or a construction permit by the FCC on the sole ground that someone not connected with a newspaper is presumed more capable of serving the public, for that reason and that alone.

"The sole issue which this association will present to the court is the issue of discrimination incident to the present Commission policy of treating diversification of ownership as paramount to all other considerations in determinining the public interest, convenience and necessity in the granting or refusing of applications. That policy, as now administered, is administered almost solely against newspapers or persons associated with newspapers."

ADLER REPORTS BOOSTER SUCCESS

SUCCESSFUL four-and-a-half month operation of a booster station to fill in a Waterbury, Conn., shadow area was reported to the FCC last week by Adler Communications Labs, New Rochelle, N. Y.

Constructed and operated by Adler Labs in conjunction with ch. 53 WATR-TV Waterbury, the booster increased median signal strength into the waterfront area of the Connecticut city from 700 microvolts for the direct signal to 10 millivolts for the retransmitted signal, it was reported.

It was also found, the report said, that interference between the direct signal and the booster signal—both on the same channel—could be overcome by proper siting of the receiving antennas.

The experiment is continuing, following FCC authority to operate the experimental booster fulltime. The work reported was based on daytime-only operation.

WATR-TV has its transmitter on West Peak, 10 miles east of Waterbury. A section of Waterbury, lying along the Naugatuck River, is 300 to 400 ft. below a hilly area east of the central part of the city. This is 9 to 11 miles from the transmitter.

Using specially designed equipment, including a high-gain receiving antenna and a directional, high-gain transmitting antenna at the site of the WATR radio transmitter 1½ miles SSE of the center of Waterbury, the booster began operation July 1. The site was 150 ft. higher than the center of the city.

Measurements in the shadow area, using a 35-ft. high, corner-reflector receiving antenna, showed that the gain in signal intensity over that of the direct signal was equivalent to that obtainable from a 200-fold power increase at the main transmitter. It was found that whereas only 18% of the locations received a signal of 64 dbu or better from the main transmitter, 86% of the locations were receiving that intensity from the booster.

It was also found, it was reported, that the booster's transmissions had no effect on the am station's radiation pattern. WATR operates on 1320 kc with 1 kw, directional. The booster's antennas were attached to one of the WATR towers.

The new experiments have as their object checking zones of interferences between direct and retransmitted signals and methods of adjusting and siting receiving antennas to overcome this.

WJRT (TV) Asks Change Of Flint Transmitter Site

WJR, The Goodwill Station Inc., Detroit, last week asked the Federal Communications Commission to modify the construction permit of WJRT (TV) Flint, which it owns, to change the transmitter site from a location near Clarkston, about 20 miles southeast of Flint, to Chesaning, about 20 miles northwest.

The proposed change was approved by the steering committee of the Flint Citizens Committee, which had opposed the grant of ch. 12 there to WJR on the grounds that the tv station would not be wholly local. Other applicants for the channel were WFDF Flint and Butterfield Theatres Inc.

Detroit lies to the southeast of Flint and the proposed modification to the northwest will not enable WJRT to cover Detroit with even a Grade B signal, WJR claims. This move also will make it easier to secure the proposed CBS-TV affiliation, WJR maintains.

The steering committee gave its approval at a luncheon meeting with John F. Patt, president of WJR; Worth Kramer, general manager, and A. Donovan Faust, manager of WJRT.

WAYS-TV Sold for $1 Plus $150,000 Debt

SALE of ch. 36 WAYS-TV Charlotte, N. C., for $1 plus assumption of obligations of about $150,000 was filed with FCC last week.

Purchaser of the ch. 36 facility is Hugh A. Deadwyler, owner of a local advertising agency and president-treasurer of Filmakers Association Inc., producers of motion pictures. Mr. Deadwyler proposes to sell his 35% interest in Filmakers for $20,000.

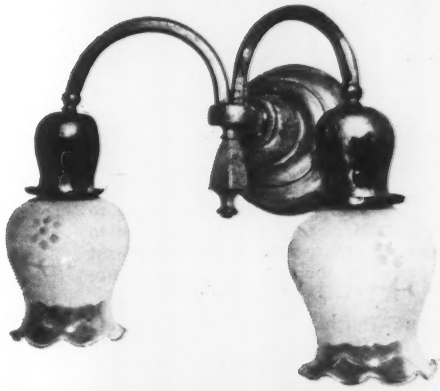
Sellers of WAYS-TV are George Dowdy, B. T. Whitmire, Harold Thomas and Norton Doughton.

In requesting quick Commission action on the sale, WAYS-TV noted that it had sustained heavy losses. The WAYS-TV balance sheet as of Nov. 30 reported its total current assets at $7,396, total fixed assets at $178,932, with total assets at $199,582. Total liabilities were listed as $261,857 with a net loss of $82,275.

WILM-TV Returns Permit

PERMIT for ch. 83 WILM-TV Wilmington, Del., was surrendered to the FCC last week. Delaware Broadcasting Co., permittee, explained its action because "the increased power of the Philadelphia stations seems to have stepped up their signal strength in the Wilmington area and we believe we would be unable to successfully compete with so many stations serving this area."

WHEN David's dad was David's age, his family used electricity mostly for lighting, in fixtures like this...



Suppose you collected all your appliances for a photograph like this one. How would they compare with this Sellersville, Pa., family's? Here are the Hoageys of 340 Church St.—son David and his parents, Mr. and Mrs. Lloyd A. Hoagey. (A daughter, 18, is attending Pennsylvania State University.) Check your time and work saving appliances with the number the Hoageys have.

Today David's family uses electricity mostly for appliances—52 of them—and enjoys far more and better lighting. Today they use seven times as much electricity. But they pay just a little more than twice as much for it.

When David has his own home he will have many more new electric appliances. He'll be using twice as much electricity as his dad is using today. And he will have all the electricity he needs—because America's electric light and power companies are building ahead so there will always be plenty. That's one reason why there's no need to increase the public debt by building more unnecessary federal government power projects.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

"YOU ARE THERE"—CBS television—witness history's great events

U.S.-MEXICO AM TALKS COLLAPSE

American delegation returns home after failing to reach bilateral agreement on broadcast allocations.

HOPES for a bilateral agreement with Mexico on standard broadcast allocations were dashed last week as the U. S. delegation, refusing to accede to new Mexican demands, prepared to return home last Saturday. Only a fortnight ago, prospects for the Mexico City pact appeared bright [B•T, Dec. 13].

As of late Thursday, the U. S. delegation was endeavoring to arrange a "recess" of the conference looking toward possible resumption of the talks after the New Year in Washington. There was no immediate indication whether this suggestion would meet with the approval of the Mexican delegation. The talks could wash out completely.

Underway since early November, the Mexico City conference hit its biggest snag last week when Mexico expressed reluctance to reach any agreement with the U. S. before Mexico has had opportunity to iron out channel disputes with Cuba.

The Mexican delegation, however, reportedly was willing to forget its Cuban reservation providing the U. S. would make a major concession—namely, "division" of a U. S. clear channel. The specific channel was not disclosed. Still another source indicated Mexico wanted "division" of more than one U. S. clear, but this could not be confirmed.

Up until now, the Mexicans have held out for concessions on secondary assignments on U. S. clear channels, but the trend last week was to reduce the secondary assignment demands and press for the "division" of a U. S. clear channel. Originally, Mexico wanted some eight or nine additional secondary assignments, it was learned, but last week the demand was said to have been "substantially" reduced.

Mexico's difficulties with Cuba began when Mexico walked out of the 1950 North American Regional Broadcasting Agreement negotiations. Cuba subsequently designated certain new assignments on what had been Mexican clear channels under the 1937 NARBA. Mexico apparently considers that since it is not party to the 1950 NARBA, the earlier pact is still in effect as far as Mexican clears are concerned. The U. S. has taken no position on the Cuban claims.

The 1950 NARBA still waits ratification by the U. S. Senate.

The Mexican delegation last week was understood to have feared that a compromise pact with the U. S. at this time might affect the course of conversations it must have with Cuba and weaken the Mexican bargaining position.

The U. S. delegation refused to consider Mexico's alternative position—"division" of a U. S. clear channel—but was willing to give and take on secondary station assignments. It was reported the U. S. would stick to its insistence for border protection and the basic engineering concepts of the 1937 NARBA.

Mexico earlier had pressed for a new concept of protection for eastern U. S. clear channels. This was protection to a specific service contour regardless of political boundaries on the argument that eastern U. S. clear channel stations do not render practical service in the West.

Boston Hearing Probes 'Post' Financial Status

ALTHOUGH FCC found all five applicants in the Boston ch. 5 television contest were initially qualified on legal, technical and financial grounds, the hearing last week was highlighted by controversy over the financial background of the *Boston Post* (WCOP) and whether its president, John Fox, is in default on payments for purchase of the paper's stock.

Chief Hearing Examiner James D. Cunningham recessed the case Tuesday until Jan. 4, at which time the record may be closed if there is no rebuttal testimony. Applicants besides the Post Pub. Co. are WHDH, DuMont, Greater Boston Television Corp. and Massachusetts Bay Telecasters Inc.

Mr. Fox was questioned closely on the present financial affairs of the Post Pub. Co. as well as details of his approximately $3.5 million purchase of the firm's stock from the Grozier estate more than two years ago. The stock is being held in escrow pending payment of some $850,000, it was disclosed.

Mr. Fox indicated the financial obligations will be met through public offering of all the stock of a "public utility" for about $10 million, but the utility was not identified. The Post Pub. Co.'s balance sheet for March 31, 1954, showed a large interest in North Penn Gas Co.

Charles Steadman, attorney for the paper and the Grozier estate, testified that Mr. Fox was late in making certain purchase price payments, but he did not consider this to be default "in effect." His counsel noted "permissive" language in the sale agreement, but the witness acknowledged the estate can order public sale of the stock should default be declared.

Post Pub Co. purchased WCOP earlier this year for $210,000 from Thomas B. Baker Jr., A. G. Beaman and Roy V. Whisnand [B•T, May 31].

U. S. SUIT ALLEGES PHILCO MONOPOLY

SYSTEM of independent distributors of name-brand products came under attack by the government last week when the Dept. of Justice filed a civil anti-trust suit against Philco Corp. in the U. S. District Court, Philadelphia.

The Justice Dept. charged that Philco's distributors are prohibited from selling to dealers outside prescribed territory and also from handling competitive lines. It also alleged that franchised Philco retailers are forbidden from selling Philco products (radio-tv, refrigerators, home freezers, air conditioners) to other retailers. The effect of these restrictions, the government said, is to eliminate competition in Philco products at both the wholesale and the retail level. Once a product is sold to a distributor or a dealer, Attorney General Herbert Brownell Jr. said, it is the property of the distributor or dealer and he should be permitted to sell to whom he wishes.

James H. Carmine, president of Philco, termed the suit "a sweeping attack upon an established distribution system which has been widely used for years by maunfacturers of brand name products." He said the government was attempting to impose a new concept of anti-trust regulation which he called "a new and dangerous challenge to those manufacturers who are endeavoring to preserve the system of independent distributors."

In denying the government's allegations, Mr. Carmine said that if the Justice Dept.'s complaint is upheld, "It will force manufacturers to establish their own distributing subsidiaries [which] might well result in the end of many small businesses. . . ." A manufacturer of home appliances, Mr. Carmine said, has a continuing obligation to have service and warranty facilities constantly available for the benefit of the purchaser.

"If its products are bandied about by untrained, unfranchised dealers, unknown to the manufacturer and unequipped to give service to the purchaser," Mr. Carmine added, "not only the manufacturer, its distributors and its dealers selected by them will suffer, but most importantly the public will suffer."

FCC Denies KGUL-TV Protest

PROTEST by ch. 11 KGUL-TV Galveston, Tex., against FCC's grant of temporary authority for ch. 13 KTRK-TV Houston to commence operation, was dismissed by the Commission last week on the ground KGUL-TV failed to prove the injury alleged. Comr. John C. Doerfer dissented. The move of KGUL-TV to a new site is itself in hearing at FCC, based upon protest by KTRK-TV [B•T, Dec. 13, Nov. 1].

THE LATEST WCKY STORY

In Cincinnati—LOOK Before You Buy

	Share of Audience	Open ¼ hour Daytime Rate	Power
WCKY	**21%**	**$60.00**	**50,000 watts**
Sta A	14	70.00	250 watts
Sta B	27	80.00	5000/1000 watts
Sta C	13.5	263.50	50,000 watts
Sta D	17	60.00	5000 watts

* Pulse, Sept.-Oct., 1954
** Standard Rate & Data, Nov., 1954

For Audience, Cost and Power Invest your ad dollars WCKY-s-ly

WCKY

National Board of Fire Underwriters invites you to enter the

Gold Medal Awards

for community fire prevention and safety

If you are a newspaper editor or the manager of a radio or television station, chances are you've plunked hard for fire prevention and safety. The extra stint you did was directed at saving lives and property, perhaps even your own. Most likely you gave little thought to reward for your time and effort . . . And it's possible they could have gone unnoticed, too.

But the fire insurance business wants to bring your activities to public attention, to honor you . . . to show others by example that what you have done, others, too, can do . . . that the terrible loss of 11,000 lives every year and nearly a billion dollars in property damage can be checked—at least reduced.

In the 13 years since the National Board of Fire Underwriters instituted its Gold Medal Awards for this purpose, 12 dailies, 8 weeklies, and 14 radio or television stations have been so honored and some 100 others, in their respective classifications, have received Honor Award Citations.

Your newspaper, radio or television station is eligible for these honors provided it makes outstanding contribution to fire prevention during 1954.

There are four classifications for entries—daily newspaper, weekly newspaper, radio station, television station. A Gold Medal or its equivalent of $500 in cash is awarded in each classification. In addition a number of Honor Award Citations are presented.

You may nominate yourself as an entry or be nominated by your local fire department, civic organization or town official. To support your nomination, a scrapbook of clippings, letters, photographs, recordings, or other material relating to your 1954 fire prevention activities should be submitted to the National Board of Fire Underwriters. The National Board will place it before a panel of judges.

The judges are outstanding representatives in your medium's classification—daily newspaper, weekly newspaper, radio or television. The National Board, of course, takes no part in the judging.

Deadline for 1954 Gold Medal Awards entries is February 14, 1955

Presentation of Gold Medals and Honor Award Citations usually is made at local civic functions. Generally these take the form of a luncheon or dinner attended by community leaders, municipal and fire department officials, joining together to honor the local newspaper, radio or television station.

The National Board of Fire Underwriters will welcome your entry and takes this means to invite your participation in its 1954 Gold Medal Awards.

Address all inquiries to Gold Medal Awards

NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 38, N. Y.

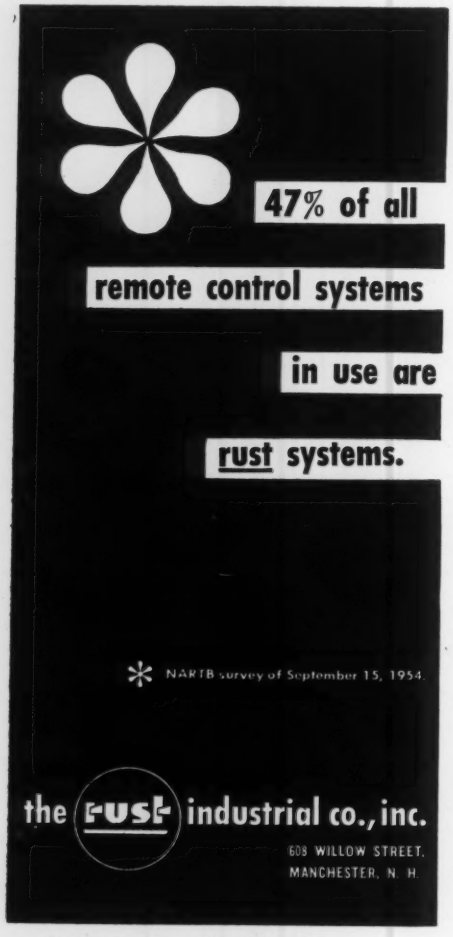
TOWER LIMIT PLAN BUCKED TO TOP AAC

DISAGREEMENT among members of the Technical Division, Air Coordinating Committee, has required that the proposal to limit tv antennas to 1,000 ft. above ground be submitted to the top ACC members, it was announced last week.

The announcement followed a half-day meeting of ACC's Technical Division Wednesday, which heard representatives of the radio-tv industry and the aviation industry speak on the Airspace Subcommittee's proposal to put a ceiling on tv antennas [B•T, Nov. 29 *et seq.*].

However, it was agreed that until a top-level policy declaration was made, the Airspace Subcommittee will continue to evaluate applications for tv towers no matter what their heights. Airspace committee had recommended that pending a final determination, it would refuse to consider applications for tv antennas above 1,000 ft. This is the committee which recommends to the FCC whether proposed antennas and towers are hazards to air navigation.

The Technical Division members were told by broadcast delegates that the FCC was solely responsible for determining the required site and heights of tv antennas. They also pointed out that the FCC spent four years in arriving at the decision that 2,000-ft. above average terrain antennas were desirable to make television a national service. Reference was also made to the 1952 joint CAA-FCC study of antenna heights which resulted in the decision to continue processing antenna application on a case-by-case basis.



Speaking for the broadcasters were Vincent T. Wasilewski, NARTB; Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers; Eugene T. Mullin Jr., attorney for WSLA (TV) Selma, Ala.; Frank U. Fletcher, attorney for WBEN-TV Buffalo, N. Y.; Neville Miller, attorney for WHAS-TV Louisville, Ky., and Lowell Wright, aeronautical consultant.

In the course of the discussion, John Evans, FCC Aviation Division chief, and member of the ACC's Technical Division, told the panel that the FCC would have to accept its responsibilities under the law in granting tv stations. He also said that in cases involving what might be termed excessive antenna heights the FCC might set these for hearing, with interested parties, government or otherwise, invited to testify.

Mr. Wasilewski called attention to the fact that aviation is not the only user of airspace, and an aeronautical body should not by itself try to set policy for such use. He also referred to the establishment of the Airspace Subcommittee as a body to evaluate requests for airspace use and warned that setting a basic, inflexible policy was a negation of this responsibility.

Mr. Kennedy suggested that aviation-oriented agencies should not try to impose their criteria on operations about which they are not familiar. He suggested that if it was required another government-industry study could be undertaken to re-examine the problem and make necessary recommendations.

Representing Air Transport Assn., in favor of the proposals, was William Becker.

Although no definite date was scheduled for ACC's consideration of the proposed 1,000-ft. limitation, it is believed that it will be taken up early next month. Members of the ACC are:

Roger Lewis, assistant secretary of the Air Force; George H. Roderick, assistant secretary of the Army; J. Weldon Jones, economic adviser, Bureau of the Budget; Chan Gurney, chairman, Civil Aeronautics Board; Robert B. Murray Jr., undersecretary of Commerce for Transportation; James H. Smith Jr., assistant secretary of Navy for Air; Alvin B. Barber, transportation consultant, Office of Defense Mobilization; E. George Sledle, assistant Postmaster General; Samuel C. Waugh, assistant secretary of State for economic affairs, and H. Chapman Ross, assistant secretary of Treasury.

Commission Makes Two Standard Daytime Grants

TWO new daytime standard stations at Tifton, Ga., and Dallas, Ore., were granted by the FCC last week.

• At Tifton, a new station on 1570 kc with 1 kw power was granted to Radio Tifton, a partnership composed of Charlie H. Parish Jr. (75%) and his father, Charlie H. Parish Sr. (25%). The Parishes are equal partners in an application for a new am station at Columbus, Ga.

• At Dallas, grant for new station on 1460 kc with 500 w went to Polk County Broadcasters, a partnership composed of Edward C. McElroy and Leland M. Tucker. Mr. McElroy is an engineer and announcer at KGW Portland, Ore. Mr. Tucker is a real estate salesman and service station owner.

Meanwhile, the Commission granted WPLH Huntington, W. Va., a permit to change facilities from 1450 kc with 250 w, unlimited, to daytime operation on 1470 kc with 5 kw. Grant is subject to condition that WPLH assume responsibility for installation and adjustment of suitable filter circuits or other equipment which may be necessary to prevent re-radiation of the local WSAZ signal.

FCC McFarland Letter To WSFA on Sale to WKY

PRE-HEARING McFarland notice sent by FCC to WSFA-AM-TV Montgomery, Ala., concerning the stations' prospective sale to WKY Radiophone Co. [B•T, Dec. 13, Oct. 4] discloses that the Commission considers inadequate the WKY explanation of its reason for acquiring the Montgomery outlets. The letter was made public last week.

WKY Radiophone, operator of WKY-AM-TV Oklahoma City, has bought WSFA-AM-TV for $562,600 plus the assumption of some $500,000 in obligations. The transfer is subject to FCC approval. The Commission a fortnight ago advised WSFA that the transfer application "indicates the necessity of a hearing," but under the McFarland procedure the Commission can act without hearing if the response to the letter is adequate.

The McFarland letter, dated Dec. 8 and addressed to Montgomery Broadcasting Co., operator of WSFA-AM-TV, pointed out that the transfer of control application requests "a *full* statement of transferree's reasons or purposes for requesting this transfer" and noted that WKY's reply merely stated: "To acquire and operate radio and television stations WSFA and WSFA-TV. . . ."

The letter takes no notice of a pending protest to the sale filed by WCOV-AM-FM-TV Montgomery and KWTV (TV) Oklahoma City but an FCC spokesman stated the complaint is under consideration [B•T, Nov. 8]. The petition charged the Oklahoma Pub. Co., parent WKY firm, has practiced advertising and news discrimination against KWTV and others.

Charleston, Palm Springs, Fairmont Sales Approved

TRANSFERS of WUSN-AM-TV Charleston, S. C., WVVW and WJPB-FM-TV Fairmont, W. Va., and KCMJ Palm Springs, Calif., received FCC approval last week.

• At Charleston, 45% interest in WUSN-AM-TV was purchased for $48,418 by the Evening Post Publishing Co., former owners of WTMA-AM-FM there. The Evening Post had withdrawn its bid for the ch. 2 facility in exchange for the option to purchase.

• At Fairmont, 75% interest in the three stations was sold by J. Patrick Beacom for $72,500 to Donn D. Baer, owner of Donn D. Baer Auditing Service Co., Cincinnati. Mr. Beacom retains a 25% interest.

• At Palm Springs, KCMJ was sold by Palm Springs Broadcasting Co. for $130,000 to David H. Margolis, minority stockholder WONE Dayton.

Best Wishes
for the
Coming Year
KGVO KGVO-TV
MISSOULA, MONTANA

New Tv Survey

THAT the financial progress of post-freeze television stations still is of concern to FCC is indicated in the disclosure that the Commission has sent questionnaires to all such tv outlets asking for another interim report on their profit or loss status. Covering the period April through October, this year, the questionnaire is a short form of the earlier interim report submitted to the Senate Communications Subcommittee uhf-vhf hearing [B•T, May 24]. Final tv figures for 1953 were issued two months ago [B•T, Oct. 25]. FCC wants questionnaires retured by Dec. 31 at the latest.

Hearings Set for Fall '55 On Release of 16mm Films

TENTATIVE compromise date for the start of court hearings in the Justice Dept. suit to force the release of 16mm prints of theatrical films to tv and other uses [B•T, Oct. 25, *et seq.*] was set for Sept. 6, 1955, by U. S. District Judge Harry C. Westover last week.

The date was set by Judge Westover after hearing agreement between government attorneys and those of the 11 defending motion picture production and distribution firms that the huge mass of material to be studied makes an earlier trial date impractical. However, Assistant U. S. Attorney James McGrath and other government attorneys requested that the trial start in May, while counsel for the defendants asked postponement until October.

Meanwhile, pre-trial proceedings will continue today (Mon.), with Judge Westover hearing a government objection to certain answers to Justice Dept. interrogatories, filed by all defendants earlier this year. He will also hear a motion by defense attorneys asking modification of a pre-trial order issued last October.

Vhf Satellites Asked For Roseburg, Hilo

APPLICATIONS for two new vhf satellite tv stations at Roseburg, Ore., and Hilo, Hawaii, were filed with the FCC last week.

Applicant for satellite operation on ch. 4 at Roseburg is South West Oregon Television Corp., 51% owned by ch. 13 KVAL-TV Eugene, Ore.

South West proposes to operate the ch. 4 Roseburg facility without any studio there for an indefinite period of time, until set sales reach a point where the station could be self-supporting and programmed entirely at the Roseburg studios. It also plans to rebroadcast by off-the air pickup the programs of KVAL-TV, a primary NBC affiliate. A local film camera chain, plus motion picture and slide projectors will be provided to cover local community events and activities by a crew of four, the application disclosed.

The application reported the satellite will cost an estimated $100,449 and asked effective radiated power of 5.21 kw visual. Antenna height above average terrain was given as 740 ft.

Ch. 5 KBES-TV Medford, Ore., has also sought FCC approval for a ch. 4 satellite at Roseburg, population 8,390 [B•T, Nov. 22].

At Hawaii, a second application for a satellite tv station was filed by ch. 9 KGMB-TV Honolulu, at Hilo.

KGMB-TV previously had filed for a satel-

WHAT'S GOING ON IN ALBANY?

Plenty!

Latest *ARB figures show
that WTRI is
way out in front
of the other Albany station!

In the 168 quarter hours
when both stations are telecasting—
(monday thru sunday, 5-11 pm)

WTRI
CAPTURED
144 SEGMENTS
or
86%
OF THE VIEWING TIME!

When you consider that
only 35 segments
were network programs . . .
you can begin to realize
the complete superiority
of WTRI's
program structure,
staff
and
facilities!

That's why
with two UHF stations
in Albany—
there's only
ONE choice!

** American Research Bureau
October, 1954*

WTRI *Television*
ALBANY, N. Y.
serving
ALBANY • SCHENECTADY • TROY

represented by **BLAIR TELEVISION**

lite station on ch. 3 at Wailuku, Maui County [B•T, Dec. 6]. KGMB-TV proposes to transmit its signal to the ch. 3 satellite at Wailuku, which in turn will rebroadcast the signal to a point 20 miles outside of Hilo. From this point the signal would be microwaved to the ch. 9 satellite at Hilo. The ch. 9 satellite will utilize the transmitter site of KHBC there, with the KHBC staff operating both the radio and proposed tv transmitter. Hawaiian Broadcasting System Ltd., operator of KGMB-TV, also owns KHBC.

Exclusive of items of property on hand, the cost of construction of the proposed ch. 9 satellite will be approximately $22,500, the application disclosed. Effective radiated power of 2.12 kw visual and antenna height above average terrain of minus 302 ft. was specified.

CBS, WSTV-TV, WOKY-TV Discount WTRI (TV) Appeal

WTRI (TV) Albany, N. Y., has no standing as a party in interest to ask the FCC to hold up action on CBS' purchases of WSTV-TV Steubenville, Ohio, and WOKY-TV Milwaukee, Wis., the network and the two stations concerned told the FCC last week.

Their oppositions were filed against part of the Albany station's petition which was mainly directed against the FCC approval of the purchase of WROW-TV Albany by Lowell Thomas and associates [B•T, Dec. 6, Nov. 8]. The ch. 35 WTRI claimed that there was an arrangement to have ch. 41 WROW-TV affiliated with CBS after it is granted a move to ch. 10. Move of ch. 10 to the Albany-Schenectady-Troy area was asked by WROW-TV following the grant of control transfer. In the course of its petition, WTRI asked the FCC to defer action on the pending CBS acquisitions in Steubenville and Milwaukee.

The network and the two stations it proposes buying objected that the purchases had nothing to do with the Albany situation. CBS additionally said that reference to violation of the multiple ownership rule because of its relationship to a "contract employe," Mr. Thomas, was stretching the regulation too far. It also claimed that WTRI was a "mere interloper" in the Steubenville and Milwaukee situations.

Igoe Orders Sarnoff, Others To Answer Counsel for Zenith

JUDGE MICHAEL L. IGOE of Chicago Federal District Court last week ordered Brig. Gen. David Sarnoff, RCA board chairman, and other witnesses to answer questions asked by counsel for Zenith Radio Corp. and its subsidiary, Rauland Corp., in the latter's $16 million antitrust suit against RCA [B•T, Dec. 13]. Depositions were being taken in New York.

Text of the order:

1. That the witnesses to be examined in the depositions being taken pursuant to notice under Federal rules of civil procedure by cross-claimants and including the witness David Sarnoff, may be examined on matters, conversations, correspondence, agreements or arrangements and any subject matter relevant to the allegations of the counter-claims during the period commencing Jan. 1, 1919, and ending Feb. 11, 1954, the date of the filing of the amended counter-claims.

2. That the witness, David Sarnoff, be and is hereby directed to answer any and all questions heretofore propounded to him by Zenith and Rauland counsel which he has refused to answer on the advice of RCA counsel . . . and that likewise all other RCA witnessses who have heretofore refused to answer questions because of the aforesaid advice of RCA counsel for such reason and likewise instructed and directed to forthwith answer the same.

Witnesses to be Recalled When Lamb Hearing Resumes

FOUR witnesses of the FCC Broadcast Bureau in the license renewal case involving Edward Lamb's WICU (TV) Erie, Pa., will be recalled for further cross examination when the hearing resumes Jan. 4, it was indicated last week as counsel for Mr. Lamb notified FCC. The hearing, under way since September, was recessed early this month [B•T, Dec. 6].

Russell Morton Brown, who with ex-U. S. Attorney General J. Howard McGrath is counsel for Mr. Lamb, indicated he wishes to further cross examine William Garfield Cummings of Toledo, Mrs. Marie Natvig of Miami Beach, Clark Wideman of Columbus, Ohio, and Lowell Watson of Olathe, Kan. These four were among the more than 20 witnesses called by the Broadcast Bureau in its effort to learn whether Mr. Lamb lied when he said he never had Communist associations.

Bricker Probe Awaits Completed Questionnaires

COMPLETE answers are expected this week from all four major television networks in the probe of networks and the uhf-vhf situation, being conducted by Sen. John W. Bricker (R-Ohio) as chairman of the Senate Commerce Committee.

Although all tv networks have replied to a questionnaire sent out last October by the committee's investigation staff, only one network has filed a complete answer, according to a spokesman for the probe group.

A partial answer also has been received to a questionnaire sent to the FCC. Remaining information to be submitted by the FCC has required more time because the data requested, among other things, include charts and maps.

WEMP PURCHASES WCAN FOR $250,000

WEMP buys physical assets of WCAN under agreement reached last week to be filed with FCC for approval, retaining WEMP call.

NEGOTIATIONS for the purchase of WCAN by WEMP in Milwaukee for $250,000, long in the talking stage, were completed last week, contingent upon the sale of the latter property and subject to customary FCC approval.

Under the agreement, WEMP, which operates with 250 w on 1340 kc, buys the physical assets of WCAN radio, 5 kw on 1250 kc, and will retain the WEMP call letters.

Papers will be "finalized" once a deal is consummated for the present WEMP property, it was understood. The transaction was handled by Blackburn & Hamilton, station brokerage firm. Transfer of ownership papers are expected to go to the Commission sometime this week.

WEMP is owned by A. M. Spheeris and Associates and also is 30% holder of stock in Milwaukee Area Telecasting Corp., licensee of WTVW (TV) on ch. 12 in Milwaukee, for which Hearst Corp. has been actively negotiating.

WCAN is owned by Lou Poller and Assoc. along with ch. 25 WCAN-TV, whose plant CBS proposes to obtain in exchange for the facilities of WOKY-TV, which it recently acquired in a $335,000 transaction with Bartell Broadcasting Inc. CBS would retain the WOKY-TV call letters and operate on ch. 19 from the present WCAN-TV facilities, while Mr. Poller would continue WCAN-TV on ch. 25 from the WOKY-TV plant [B•T, Nov. 22, Oct. 25]. The proposed ownership change already has been submitted to the FCC.

WTVW (TV) Negotiations Reported

Meanwhile, negotiations reportedly continued in New York last week on the proposed acquisition by the Hearst radio-tv properties of WTVW (TV) Milwaukee [CLOSED CIRCUIT, Dec. 13].

Hearst Corp. operates WISN-AM-FM in Milwaukee and WBAL Baltimore as licensee, and owns WCAE-AM-FM Pittsburgh, Pa., through Hearst Pub. Co. D. L. Provost, vice president and general manager for radio-tv, Hearst Corp., acknowledged last Tuesday that there have been "several talks" looking toward such a sale.

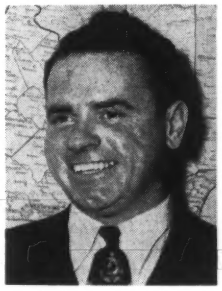
WCAN, licensed to Midwest Broadcasting Co., went on the air in 1948 as WMAW and later changed its call to the present letters. WEMP began operation in 1935 and is licensed to Milwaukee Broadcasting Co. WEMP is an independent outlet while WCAN, heretofore independent, has been carrying ABC Radio programs.

WOKY-TV will continue operating from the WEMP-FM tower as a lessee, it was understood, in the wake of any sale of physical assets by Milwaukee Broadcasting Co. to a future buyer. Originally it was contemplated that WEMP's facilities in any transaction would be sold outright to WOKY-TV, now embroiled in the CBS-Poller deal, when the deal was reported in negotiation some months ago [AT DEADLINE, Sept. 13].

Report on the WEMP-WCAN transaction was confirmed by Hugh Boice, general manager of WEMP, and the station brokerage firm.

QRG NAMES DAY, OTHERS TO POSTS

FOUR APPOINTMENTS to the staff of the Quality Radio Group are being announced today (Monday) by William B. Ryan, executive vice president of the new program and sales organization.



MR. DAY

Fay Day is to be director of sales development for the group, with Ben F. Conway a QRG account executive, Idella S. Grindlay, program coordinator, and Helen Moore, Mr. Ryan's executive secretary.

Mr. Day, previously research manager for CBS Spot Sales, o&o stations and Syndicated Film Sales, is to develop and coordinate basic coverage, rate and sales data and presentations for QRG. He has been with WTOP Washington, D. C., the Office of War Information and the Navy, and the A. C. Nielsen Co., Chicago.

Mr. Conway comes to QRG after experience with the New York office of the Crosley Broadcasting Corp., KABC-TV Los Angeles, Robert Meeker Assoc. and Dancer-Fitzgerald-Sample Inc.

Miss Grindlay was operations manager of WABC-TV New York and also has been employed by the Kudner Agency, MBS and NBC.

Miss Moore has served in secretarial capacities with the Vitapix Corp. and ABC.

Uhf WQXI-TV Goes on Air In 3-Vhf Atlanta Market

WQXI-TV Atlanta, Ga., operating on ch. 36, began regular programming last Saturday. The uhf outlet is entering a market with three well-established pre-freeze vhf's. Robert W. Rounsaville, who holds permits for uhf stations in Louisville and Cincinnati, is president and owner. He also operates WQXI-AM.

The debut of WQXI-TV increases to 419 the number of tv stations programming.

Reports from other permittees:

WEAT-TV West Palm Beach, Fla., expects to begin test patterns the end of this week with programming scheduled to start the first week in January. The ch. 12 station is a primary affiliate of ABC and is represented by the Walker Co. James R. Meachem is president.

KTVK (TV) Phoenix, Ariz., will begin operation Jan. 15 with 100 kw, Ralph Watkins, general manager, has announced. Facilities, including a tower 1,684-ft. above average terrain and studios housed in a new building, are nearing completion. Weed Tv is national representative of the ch. 3 outlet.

KBET-TV Sacramento, Calif., will begin programming in mid-February equipped by General Electric, including a 50 kw transmitter and eight-bay antenna, John H. (Jack) Schacht, vice president and general manager, has reported. The ch. 10 outlet is the second station and first vhf there. KBET-TV reports it will cover a minimum of 22 northern California counties including some 230,000 tv families. Sacramento Telecasters, licensee, is composed of 16 local businessmen.

Black Hills Broadcasting Co., which a fortnight ago received grant for ch. 3 at Rapid City, S. D., expects to be affiliated with ABC, CBS, and NBC when it begins commercial programming June 1, Leo Borin, general manager, has announced.

Tupelo Citizens Tv Co., which also received a tv grant two weeks ago, this one for ch. 9 at Tupelo, Miss., plans commercial operation by early fall 1955. Complete equipment will be custom built by majority owners Frank K. Spain, director of engineering at WHEN-TV Syracuse, N. Y., and Joseph G. Petit, NBC tv development engineer, Mr. Spain has announced.

KEPR-TV, KIMA-TV Satellite, Sets Dec. 23 Pattern Date

KEPR-TV Pasco, Wash., satellite of ch. 29 KIMA-TV Yakima, expects to begin test patterns on Dec. 23, according to an announcement from the station. Installation of a 1 kw GE transmitter and a 5-bay antenna, to be mounted on a 300-ft. Fisher tower, is scheduled to begin this week. The new stations, to be sold only in combination with KIMA-TV, will duplicate the latter's programming and double, it is estimated, its population coverage.

M. Dow Lambert, formerly with KING-TV Seattle, has been named chief engineer of the new ch. 19 satellite operation.

They're
PICKIN' COTTON
in Rochester

DOROTHY COTTON
..we mean

Rochester's Top-Rated Hostess On
'To The Ladies'
9:30 a.m.
Mondays through Fridays

Yes, radio listeners and sponsors as well are picking Cotton for good listening, good salesmanship! In addition to charming personality, she has wit and versatility that makes "To The Ladies" a daily treat for women of all ages, all tastes —a program packed with information (fashions, books, music, beauty hints, etc.)—and with SELL!

If you have a product that women are, or should be, interested in, you can buy participations on this show at our Class B rates.

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

WTOP Promotes Pfanstiehl; Adams Succeeds as Prom. Dir.

CODY PFANSTIEHL, promotion director of WTOP-TV Washington, becomes public relations director of WTOP Inc. Jan. 3, according to John S. Hayes, WTOP Inc. president. He will be succeeded by Robert M. Adams, promotion and advertising manager of WRC-AM-TV Washington and at one time on the WTOP staff.

Mr. Pfanstiehl will direct special public relations and promotion projects, working with

MR. PFANSTIEHL

MR. ADAMS

the WTOP, WTOP-FM and WTOP-TV divisions. He has been with WTOP seven years, moving through audience promotion, press information, publicity and sales promotion. He is 38 and is a member of the Washington Ad Club board as well as many civic groups.

Mr. Adams, 30, a graduate of George Washington U., was with WTOP in 1949-51, later moving to WOL Washington and to NBC Washington in 1952.

WTVH-TV Appoints Three

RESIGNATION of Donald G. Roper as program manager of WTVH-TV Peoria, Ill., and the appointment of Robert G. Holben to succeed him, were announced last week by Edward G. Smith, station manager. He also reported appointments of Robert Douglas and Chris Erskine as account executive and tv director, respectively.

Mr. Roper is resigning to enter the McCormick Theological Seminary, Chicago.

Mr. Holben also will continue as production manager, a post to which he was appointed last August. Mr. Douglas comes from WKNX-TV Saginaw, Mich., where he was tv sales promotion manager, while Mr. Erskine has been producer-director at WGN-TV Chicago for five years.

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

579 Fifth Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

Great Expectations

FRUSTRATED by the FCC in its attempt to get call letters WFCC assigned to its new radio station in Haines City, Fla., KWK Inc. has received the Commission's nod for the call WGTO. The FCC objected to the former because of connotation with the Commission's initials. KWK Inc., which operates KWK St. Louis, wanted the Haines City call to represent "Florida Coast to Coast." The firm has settled for a new slogan, "Gulf to Ocean."

WLW Offers 'Two-for-One' Time, Promotion Plan

WLW Cincinnati reports that it is offering its clients a "Two for One" time and promotion plan effective Jan. 1, described by R. E. Dunville, WLW president, as the "most ambitious sales plan in the 33-year history of the Crosley Broadcasting Corp."

For every dollar that an advertiser spends with WLW the station is to spend a comparable amount on certified, contractually-guaranteed point-of-purchase and mail promotion and merchandising. The basic concept is that a complete saturation campaign via radio and retailer, especially in food and drug products, can be worked out.

The WLW "Two for One" plan was devised by Dr. James Anderson, Crosley Broadcasting Corp. researcher, after a year of work, the station says.

KOGA Announces Staff

KOGA Ogallala, Neb., scheduled to go on the air today (Monday) has announced its staff.

MR. LAUNER

Ed Launer, traffic manager of KODY North Platte, Neb., is to be KOGA station manager, with Al Peters, also formerly of KODY, as chief engineer. Jim Creed, previously with KSID Sidney, Neb., and KDEF Albuquerque, N. M., is on the staff. KOGA, owned by the Ogallala Broadcasting Co., operates with 500 w, daytime, on 930 kc and is affiliated with the Keystone Broadcasting System.

WRC-TV Sets Income High

WRC-TV Washington, which began telecasting in 1947, showed greater net income in 1954 than in any year in its history, Carleton D. Smith, vice president and general manager of the NBC o&o station, has announced. Local and national spot net time sales were 28% higher than 1953. Net time sales for WRC-AM were substantially higher than in 1953 and the highest since 1948, Mr. Smith said.

Broader acceptance by advertisers and the public were responsible for a large proportion of the new revenue, Mr. Smith declared. The population of metropolitan Washington, he said, has reached 1,780,000 or 21.6% greater than the 1950 census year, and WRC-TV now reaches nearly 700,000 tv homes.

KTVQ (TV) Under Trusteeship Pending Reorganization Plan

KTVQ (TV) Oklahoma City was operating under a trusteeship last week following its petition for reorganization in Federal District Court, Oklahoma City, earlier this month.

The ch. 25, ABC-affiliated station is operating under court-appointed trustees Duke Duvall, Oklahoma City attorney, and John Esau, president of the station. Trusteeship maintains the status quo, protecting the station from creditors' suits until it can work out new financial plans for additional capital. The plight of KTVQ is due to lack of adequate working capital, Mr. Esau said, and is the result of temporary financial problems. In the petition for reorganization, filed Dec. 1, KTVQ listed $400,000 indebtedness. Station was valued at $600,000.

KTVQ began operating Nov. 1, 1953. It is owned by Mr. Esau and local businessmen.

Last August, KPMT (TV) Oklahoma City, on ch. 19, petitioned for reorganization, and has been operating under a trustee appointed by the court since then. KPMT is principally owned by theatre owner R. Lewis Barton.

Turk Named WMOG Gen. Mgr.

E. JERE TURK, formerly commercial manager of WJHO Opelika, Ala., has been named general manager of WMOG Brunswick, Ga. Mr. Turk, a Montgomery, Ala., native, is a 1952 graduate of Alabama Polytechnic Institute, having worked as a part-time salesman for WJHO while in college. During World War II Mr. Turk served in the Southeast Asia area as "frogman" for the Navy.

MR. TURK

WSYR-TV's First Local Color

WSYR-TV Syracuse, N. Y., staged its first local color show last Friday, E. R. Vadeboncoeur, station president and general manager, reported. The telecast material consisted of commercials, promotion spots, local news, sports and a half-hour dramatic show. The station believes it is the first in New York state, except New York City, to transmit local color.

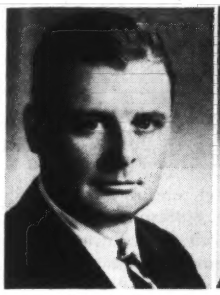
WSUN-TV Increases Power

WSUN-TV St. Petersburg, Fla., on Dec. 8 increased its power more than 10 fold when it changed over from 20 kw to 257 kw, following more than two days of test patterns with the new power. The ch. 38 station went off the air due to a power failure on Dec. 5 during a special afternoon program celebrating the increase. It returned later that afternoon at the old power and re-scheduled the special program for the following night.

Ask GILL-PERNA Inc.

STATION PEOPLE

G. Paschall Swift, WGR Corp., Buffalo, N. Y., appointed national sales manager, WGR-TV; **Anthony C. Rocco,** sales representative, WGR, appointed radio sales manager, WGR; **Phillip H. Curtis** appointed promotion manager, WGR-TV, succeeding **Ross McPherson.**



MR. SWIFT

MR. ROCCO

Les Ryder, formerly commercial manager and public relations manager, KBMT (TV) Beaumont, Tex., and **Mrs. Ryder,** formerly program manager, KJIM Beaumont, to KCIL Houma, La., as commercial manager and program director, respectively.

Jim Coyle, owner-manager, J. E. Coyle Adv., L. A., and **Andy James,** production staff, KWKW Pasadena, named sales manager and account executive, respectively, KWKW.

Frank Balch Jr., announcer-salesman, WJOY Burlington, Vt., appointed assistant manager and program director; **Dean Slack,** formerly with WCAX Burlington, to WJOY as music director; **Marjorie Dow,** formerly with WTWN St. Johnsbury, Vt., to station as receptionist.

MR. BALCH

John A. Buning, formerly southeastern states station relations manager, MBS, appointed sales manager, WSUN St. Petersburg, Fla.; **Dayton Saltsman,** WSUN, appointed program director.

George A. Kirkpatrick named local sales manager, KFEL-TV Denver.

Sydney King, acting program manager, WBAL-TV Baltimore, appointed program manager.

William J. Reagan, assistant chief engineer, KOMU-TV Columbia, Mo., promoted to chief engineer, succeeding **Duane M. Weise,** who moves to WTTW (TV) Chicago as head of engineering staff.

Walt Gambell, former engineer, KPRO Riverside, Calif., to KUAM Agana, Guam, as chief engineer; **Gary Fuller,** program director, KAGR Yuba City, Calif., to KUAM as chief announcer and music director.

Gene Grubb, sales staff, KLZ-TV Denver, named farm sales manager.

Ted Nathanson, director, WRCA-TV New York, promoted to executive producer.

Ann Lebert, administrative assistant, CBS Radio business affairs, Hollywood, to KABC-TV there in similar position.

Capt. William C. Eddy, Television Assoc., Michigan City, Ind., retained as consultant for WTTW (TV) Chicago.

H. B. Thorpe has resigned as trustee and representative of creditors of KCOK-KVVG (TV) Tulare, Calif.

Arthur Loesser, concert pianist, to WTAM Cleveland as conductor, weekly one-hour record show.

Norman Van Brocklin, sports commentator, KFVD Los Angeles, to KABC Hollywood as host, five-weekly five-minute *The Van Brocklin Sports Parade.*

Harry Babbitt, singer-host, CBS Radio *Harry Babbitt Show,* adds similar duties on KCOP (TV) Hollywood *Lucky Seven-Eleven* program.

Raymond E. Spencer, formerly news and publicity director, KLAS-TV Las Vegas, Nev., to KFSD San Diego, Calif., as disc m.c.

Pete Williams, disc m.c., WGGA Gainesville, Ga., to KTKT Tucson, Ariz., in similar capacity, effective Jan. 1.

William A. Krein to KDB Santa Barbara, Calif., as account executive.

Wally Jorgensen, formerly with KBIF Fresno, Calif., to KGST there as account executive.

Jack Satterfield, formerly with WSAZ Huntington, W. Va., to sales dept., WLWD (TV) Dayton, Ohio.

Richard H. Gurley Jr., sales manager, WTAO-TV Cambridge, Mass., to sales staff, WEEI Boston.

Julie Williams, KATV (TV) Pine Bluff, Ark., to sales personnel section, commercial dept., WBAP-TV Fort Worth, Tex.

Richard Lyon, formerly with KTBC Austin, Tex., to WDRC-AM-FM Hartford, Conn., as parttime announcer.

Bob Caffey, to WDSU New Orleans as announcer.

Mike Nichols, formerly production director, WFMT (FM) Chicago, to WFLN (FM) Philadelphia.

Sig Sakowicz, commentator, WAIT Chicago, signed to handle commercials for WBBM-TV Chicago's *Playhouse at Eleven,* film series sponsored by City and Suburban Heating Co. (Norge distributor) Thurs., 11-11:30 p.m.

Bob Perez, account executive, KNXT (TV) Hollywood, won national hard court doubles tennis championship with partner Bill Crosby at La Jolla, Calif., Dec. 12; **John Galbraith,** announcer, KNXT, narrated Oakland, Calif., annual Christmas pageant for fifth consecutive year, Dec. 11-12.

Marcus Bartlett, station manager, WSB-TV Atlanta, Ga., father of boy, Brian Frank, Dec. 10.

Bernie Sandler, disc m.c., and **Norma Jane Sandler,** personality, both WEBR Buffalo, N. Y., parents of girl, Allynne Margaret, Nov. 27.

Dick Campbell, program director, WDVA Danville, Va., father of boy, Robert Carlton.

O. K. Garland, 47, chief engineer, WJHL-AM-TV Johnson City, Tenn., died Dec. 3.

Once again it's Christmas-time,

And time again to say—

Season's Greetings to you all

On this happy holiday!

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—PROFESSIONAL SERVICES—

PROFESSIONAL SERVICE PEOPLE

Fritz Snyder, former national director of station relations, CBS-TV, to *Television* magazine, N. Y., as vice president.

Jack Gillman, manager, Detroit edition, *Tv Guide*, appointed Chicago edition manager, effective Jan. 1; **Kenneth Armstrong,** assistant manager, Phila. edition, succeeds Mr. Gillman; **Ben Miller,** assistant manager, Washington-Baltimore edition, appointed manager, Texas edition, effective Jan. 1.

Robert J. Simmons, accountant, Gould, Gleiss & Benn Inc. (marketing consultants), Chicago, to L. A. office as office manager.

Don Walsh, Steve Hannagan Assoc. (public relations), N. Y., to Phil Dean Assoc. (public relations), same city, as account executive.

M. R. Hershon, partner, Nat C. Goldstone Agency, Beverly Hills, Calif., forms own tv personality management and packaging agency with offices at 9952 Santa Monica Blvd., same city; telephone: Crestview 4-6381.

Lewis C. Teegarden, formerly general manager, Standard Radio Transcription Services Inc., Chicago, has formed law partnership with **Frank Barclay** and **Louis N. Mantalica** under name of Mantalica, Barclay & Teegarden, L. A., with offices at 519 Douglas Bldg., 257 S. Spring St.

Henry Bollinger, publicist, KTLA (TV) Hollywood, to Cleary, Straus & Irwin (public relations), same city, in similar capacity.

John Pacey, former director of public relations and special features, ABC, to Benjamin Sonnenberg (public relations), N. Y., specializing in radio, tv, business and finance and advertising.

Essential Coverage!

UNDUPLICATED!

WWOR-TV. CH. 14
serves and sells
WORCESTER COUNTY

THE NATION'S 32ND MARKET

Now, * Over 69,000 UHF sets Receive the Best Picture on Worcester County's Only TELEVISION STATION!

*As of December 1, 1954

SEE PAUL H. RAYMER CO.
WWOR-TV
1ST STATION IN NEW ENGLAND'S NO. 3 MARKET
A B C — DUMONT

—AWARDS—

NBFU Asks Awards Entries, Sets Deadline at Feb. 14

THE NATIONAL Board of Fire Underwriters last week invited radio and tv stations and newspapers to take part in its Gold Medal Awards of 1954, presented annually since 1942 for outstanding public service in fire prevention and fire safety. Awards consist of a gold medal or $500 in cash at the option of the recipient. The board also presents a number of Honor Award Citations. Deadline for nominations is Feb. 14, 1955. Winners will be announced in March.

In the 13 years since the awards were instituted, 14 radio or tv stations have been recipients of the gold medal honors. The station may nominate itself or be nominated by the local fire department, civic organization, representative community leader or town official. Material supporting the nomination should be mailed to the board at 85 John St., New York 38.

duPont Deadline Nears

LESS than two weeks remain for submission of nominations for the 13th annual radio-tv awards of the Alfred I. duPont Awards Foundation. Deadline for entries for 1954 awards is Dec. 31. Three awards will be made: one to a large radio or tv station, one to a smaller station and one to a news commentator. Each award is presented for outstanding performance in the public interest and carries a stipend of $1,000. Nominations and supporting materials should be sent to the Curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

AHA Gives Radio-Tv Awards

AMERICAN HEART ASSN. awards were presented at a luncheon meeting Dec. 9 in New York to William B. Templeton, vice president in charge of radio-tv for Bryan Houston Inc., and Alvin Kabaker, vice president in charge of radio-tv for Dancer-Fitzgerald-Sample. Messrs. Templeton and Kabaker served as co-chairmen of the 1954 Heart Fund Radio and Television Committee. Sylvester L. Weaver Jr., president of NBC and chairman of AHA's Public Relations Committee, presided and introduced John F. Meagher, vice president for radio, NARTB, and Myron P. Kirk, vice president, Kudner Adv. Agency, who will be radio and tv chairmen for 1955.

Carmas Wins Scott Award

MARVIN CARMAS, accepted as the inventor of modern magnetic recording and now senior physicist at the Armour Research Foundation of the Illinois Institute of Technology in Chicago, will receive the John Scott Award for scientific achievement in New York Jan. 31.

Officials of the City of Philadelphia, trustee of the fund, will present him with the $1,000 award, medal and scroll at ceremonies during the winter meeting of the American Institute of Electrical Engineers at the Hotel Statler.

AWARD SHORTS

Sam Black, farm personality, WEEU Reading, Pa., has had his program, *Sam Black Show*, selected as best farm radio show by livestock farming families and will be recipient of formal presentation made next month by Pennsylvania Gov. John S. Fine at Pennsylanvia Farm Show at Harrisburg.

WILLIAM S. PALEY (r), chairman of CBS Inc., receives the National Planning Assn.'s Gold Medal for his chairmanship of the President's Materials Commission in 1952. The award, made at NPA's 20th convention banquet in Washington last week, is presented by H. Christian Sonne, NPA chairman.

Bishop Fulton J. Sheen, conductor, *Life Is Worth Living* (DuMont Tv, Tues., 8-8:30 p.m. EST), presented first Thomas J. Walsh Memorial Award Dec. 14 from Catholic War Veterans of U.S.A., Dept. of N. Y., for "his dynamic role in the exposure of materialist communism; for his contribution to man's consciousness of God . . . for his devotion in the cause of God, country and home."

George Diab, sports director, WTRF-TV Wheeling, W. Va., chosen to present trophies to coaches of Ohio Valley Athletic Conference football champions and individual awards to All-Star team members, and was recipient of trophy as being valley's most outstanding sports announcer.

Buck Barry, western personality, WOOD-AM-TV Grand Rapids, Mich., presented his Silver Spur Award to Daniel Guzman, fifth grade student, for outstanding job in school safety.

Cathode-Ray Tube Div. of Allen B. DuMont Labs, Clifton, N. J., presented company's first plaque of achievement in quality control in recognition of division's reputation for quality and dependability.

Denver Adv. Club has presented its "Fame and Fortune" award to Continental Air Lines, Denver, for "its achievement . . . through sound advertising, selling and merchandising."

Frank M. Folsom, president, RCA, N. Y., presented 1954 Catholic Action Medal, awarded annually by St. Bonaventure U. to layman outstanding in Catholic action.

Ray Dietrich, western personality, KEYT (TV) Santa Barbara, Calif., made honorary sheriff of Santa Barbara County for work with juveniles.

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TECHNICIANS STRIKE AGAINST KPIX (TV)

Wages and scope-of-work disputes were under discussion when union walked out. Station alleges sabotage of vital television equipment.

WIDESPREAD sabotage of KPIX (TV) San Francisco equipment as National Assn. of Broadcast Employes and Technicans (CIO) employes walked out last Tuesday led to damage that cannot even be determined for several weeks, according to Philip G. Lasky, general manager of the Westinghouse outlet.

The transmitter was put back on the air within 13 hours, supervisory personnel restoring enough equipment to permit telecast of CBS-TV network and film programming for three hours, Westinghouse announced, but KPIX was unable to provide facilities Wednesday to pick up the Olson-Langlois fight sponsored on CBS-TV by Pabst beer. CBS-TV remote equipment and crews from Hollywood handled the fight, transmitting the feed to Hollywood for network transmission.

Mr. Lasky said one camera chain was back in operation Wednesday night, being used for three live shows, back-to-back. Regular programming was resumed Thursday.

While Westinghouse was examining equipment to find the extent of damage, FCC and FBI investigators were reported at the scene. Mr. Lasky said the Communications Act "makes willful damage of broadcasting installations a federal offense." The FCC has received a preliminary report from its West Coast office.

Technical gear "was sabotaged in a manner without precedent in the more than 30 years of broadcasting history in the United States," he said.

Frank Sloan, of FCC's San Francisco office, was quoted as saying he would have no comment until he completes his investigation.

The strike caught Westinghouse by surprise, it was explained, since the union and management had agreed Dec. 10 to submit their differences to the San Francisco office of the Federal Mediation & Conciliation Service at a joint meeting scheduled for 10 a.m. last Wednesday. No strike deadline or other warning was given that employes would not continue to work, at least until after the Dec. 15 meeting with the conciliator, according to Westinghouse. The Wednesday meeting was reaffirmed by union representatives and KPIX management at a meeting late Monday, it was added.

Thirty-three technicians and 11 floor men at KPIX are represented by NABET.

Members of AFTRA and AFM, both AFL unions, voted to return to work as soon as the station could resume local programming, KPIX said, the unions having explained they were not consulted on the strike and would urge members to cross picket lines to work.

Mr. Lasky quoted Charles Kennedy, president of AFM Local 6, as having written that the strike was called without consulting the local and that AFM considered it an "illegal strike."

Mr. Lasky said that within the first 36 hours after damage was noted, the following examples were found:

More than a hundred fuses were removed. In their places, dummy fuses were inserted.

Equipment, blueprints and instruction books were hidden.

All sync generators were "knocked out" by tiny pieces of wire concealed in obscure spots.

Scores of audio circuits were shorted or otherwise disabled.

Tubes were removed from sockets and replaced with defective tubes.

Optical systems of film projectors were put out of alignment.

Many other examples of sabotage were found, all requiring technical knowledge of television operations, Mr. Lasky said.

The damage was discovered at 6 a.m. Tuesday by supervisory engineers who arrived to put the station on the air. That morning the studios were picketed by NABET and no NABET members reported to work.

Union officials were quoted as emphatically denying KPIX charges that "equipment and electronic circuits have been illegally tampered with, removed and otherwise sabotaged."

The union claims the strike was called over wages and scope-of-work disputes. Engineers are paid $132.50 a week, asking $150, and floormen get $97, asking $112.

Mr. Lasky said management has offered a 6% wage increase in the first year of a two-year contract and an additional 7% raise for the second year.

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INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Newly-Organized WGA East Elects Officers, Council

ERICK BARNOUW was elected as the first president of the recently-organized Writers Guild of America East Inc. last Wednesday in New York. Other officers chosen are Philo Higley, vice president, and William Kendall Clarke, secretary-treasurer.

Members elected to the Council are John Agger, Nathan Brandt Jr., Jean Carroll, Max Ehrlich, Don Ettlinger, George Fass, Will Glickman, Graham Grove, Edwin Mabley, Elizabeth Pennell, Robert Shaw, Sheldon Stark, Halsted Welles and Max Wilk. Appointment of Evelyn F. Burkey as executive director was approved unanimously.

PERSONNEL RELATIONS PEOPLE

Leith Stevens elected president by eastern and western directors board, Composers Guild of America; with **Gene von Hallberg, Walter Schumann** and **Ben Ludlow,** vice presidents; **Mack David,** secretary-treasurer; and **Winston Sharples,** assistant secretary-treasurer. In previous elections, **Basil Adlam, Richard Aurandt, Carmen Dragon** and **Rex Koury** were elected western board radio members; **Frank DeVol, Wilbur Hatch, Irving Miller, Mr. Schumann** and **Nathan G. Scott,** western board tv members; **Mr. Ludlow** and **Mr. von Hallberg,** eastern radio members; and **Milton Kraus, Ralph Norman** and **David Terry,** eastern tv members.

Miami U. Offers Tv Course

THREE-WEEK institute in live tv and tv film will be offered next summer by the radio-tv-film department of the U. of Miami, Coral Gables, Fla., in conjunction with WTVJ (TV) Miami and its film production subsidiary, Reela Films of Miami. The course, which will be held from July 11 through July 31, is designed primarily for professionals in public communication. Emphasis will be placed on direct experience and learning-by-doing in live tv film planning and production. Classes will be held on the university campus at WTVJ studios and at Reela laboratories. Tuition is $120 and enrollment is by advance application only. Complete details may be obtained from Dr. Sydney W. Head, chairman of the U. of Miami radio-tv-film department.

Michigan State Sets Meet

MICHIGAN State College, East Lansing, has scheduled its 10th annual conference on radio-tv for educators and the first annual radio-tv conference for high school and college students for March 12, 1955, Dr. Robert P. Crawford, MSC director of radio-tv education and conference chairman, announced. Panels, films, lectures, seminars, and a clinic will be features of the free conferences.

EDUCATION SHORTS

Northwest Radio & Television School, Portland, Ore., has announced signing of lease with Time Magazine Inc. for seven offices and reception room, comprising nearly 3,000 square feet, at 540 N. Michigan Ave., Chicago, to be occupied around Jan. 11.

"the Rust remote control system resulted in an immediate saving of $720.00 monthly"

* Actual Testimonial: Name on Request

the Rust industrial co., inc.
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15 OUTLETS ACCEPT CBS-TV'S NEW PLAN

FIFTEEN of the 20 stations offered CBS-TV's Extended Market Plan affiliations at the time the plan was announced [B•T, Nov. 29] have accepted the offer. Eleven of these signed contracts with CBS-TV at a luncheon in New York last Thursday.

The four others will get their contracts by mail, CBS-TV said. The four were not identified, officials explaining that although the four had accepted, specific details in some cases were still in negotiation.

Discussing the plan, designed to extend network television to small-market stations, CBS Inc. Vice President Richard S. Salant, who represented CBS Board Chairman William S. Paley and President Frank Stanton at the luncheon, said, "This is a milestone in all television broadcasting."

Several CBS Television department heads acquainted the guests with their specific operations and services, all of which would be at the disposal of the EMP group. These included John P. Cowden, creative director, advertising and sales promotion; Charles J. Oppenheim, director of press information, and William H. Hylan, vice president in charge of network sales.

Hosts at the luncheon were Herbert V. Akerberg and Edward P. Shurick, CBS Television station relations. Merle Jones, vice president of CBS-owned television stations and general services, represented J. L. Van Volkenburg, president, CBS Television, at luncheon.

FIRST station signed up for CBS-TV's Extended Market Plan was WMSL-TV Decatur, Ala. During New York ceremony Thursday when 11 of 15 stations which have accepted the plan signed CBS-TV contracts, WMSL-TV is represented by President Frank Whisenant (seated l) and CBS-TV by Station Relations Vice President Herbert V. Akerberg. Waiting to sign are (l to r): A. J. Mosby, KGVO-TV Missoula, Mont.; Les Hacker, KVEC-TV San Luis Obispo, Calif.; Rex G. Howell, KFXJ-TV Grand Junction, Colo.; A. J. Bauer, WINK-TV Ft. Myers, Fla.; James E. King, WMSL-TV; Frank C. McIntyre, KLIX-TV Twin Falls, Idaho (background); O. E. Richardson, WFAM-TV, Lafayette, Ind.; Rogan Jones, KVOS-TV Bellingham, Wash.; Aaron B. Robinson, WDXI Jackson, Tenn.; Charles J. Truitt, WBOC-TV Salisbury, Md.; Birney Imes Jr., WCBI-TV Columbus, Miss.; Edward Shurick, CBS-TV station relations director (extreme r).

ABC-TV Adds 4 Vhf Stations Bringing Affiliation to 222

ABC-TV AFFILIATES now total 222 with the addition of four more stations reported last week by Alfred R. Beckman, director of station relations for the network.

All four stations are vhf and include KXLF-TV Butte, Mont., WSAU-TV Wausau, Wis., KREM-TV Spokane and WTVN-TV Columbus, Ohio.

KXLF-TV, owned and operated by Television Montana, joined ABC-TV on Nov. 30. Ed Craney is general manager. WSAU-TV, owned and operated by Wisconsin Valley Television Corp, was added Dec. 6.

KREM-TV also affiliated with the network Dec. 6. The station is owned and operated by Louis Wasmer. WTVN-TV was added Dec. 13. The Columbus outlet is owned and operated by WTVN Inc.

Six Kansas Stations Form Sunflower Chain

FORMATION of the Sunflower Network of six Kansas stations in the 5 kw or over daytime category, and set up to attract national and regional advertisers on a "one-package, one-rate card buy" basis effective Jan. 1, 1955, was announced last week.

Archie J. Taylor, general manager of KANS Wichita, will serve as temporary chairman, and Fred L. Conger, business manager of WREN Topeka, will be temporary secretary-treasurer. John E. Pearson Co. will be national sales representative for the new network, according to Mr. Taylor.

Aside from KANS and WREN, other stations are KGGF Coffeyville, KOAM Pittsburg, KSAL Salina and KVGB Great Bend. To realize a special group discount, as yet unrevealed, advertisers would be required to take all stations as a "must buy."

Purpose of the new statewide network was described by Mr. Taylor as one designed to give advertisers a one-rate card buy on stations which he claims cover 87% of Kansas and parts of Nebraska, Oklahoma, Missouri and Arkansas. He described the other states as a "bonus" area.

Combined coverage of these states in terms of population is 1,802,955 in Kansas, 1,044,623 in Oklahoma, 890,606 in Missouri and 67,490 in Arkansas. Sunflower expects to cover an area boasting more than $3.5 billion in retail sales, with Kansas pegged at $1,811,271,000 or 84% of all retail sales in that state.

Articles of incorporation will be filed in Topeka in the near future and permanent officers will be elected. Other principals listed by Mr. Taylor for stations of the network are Robert Pratt for KGGF, E. V. Baxter for KOAM, Ray Jensen for KSAL and Grover Cobb for KVGB—all managerial executives.

Sarnoff Boosts Color In Los Angeles Talk

COLOR TV will stimulate advertising, which in turn will stimulate color tv, Gen. David Sarnoff, NBC board chairman, stated in a Los Angeles interview last week following a demonstration of the new 21-in. RCA color receiver at the Greater Los Angeles Press Club during NBC-TV's *Dateline* from New York Dec. 13.

While admitting that the manufacture of color receivers is limited at present, he added that advertisers will accept higher production costs when the multichrome sets appear in quantity. "There is no question the sponsor will pay the higher costs once you have the circulation," he said, likening higher color video costs to those of color in magazine and newspaper advertising.

Public response to multichrome video is "very satisfactory" so far, he said, and continued, "If the set is poor, color tv won't make good. If it is good, it will add a new dimension to advertising."

Video tape recording equipment has been installed at NBC-TV New York, he stated, with practical field tests to begin early next year.

After the showing he left with RCA President Frank Folsom for Palm Springs.

WGAR Renews With CBS Effective April 1955

WGAR Cleveland has signed a standard renewal of its affiliation agreement with CBS Radio effective April 1, 1955, William A. Schudt Jr., vice president in charge of station relations at CBS Radio, announced last week [CLOSED CIRCUIT, Dec. 13].

The anticipated announcement by CBS spiked speculation that the Cleveland affiliation would shift to WJW, newly-purchased by Storer Broadcasting Co. This belief had been premised on an impending shift on March 1 of CBS-TV from WEWS (TV), owned by Scripps-Howard, to WXEL (TV), a Storer station.

Mr. Schudt noted that WGAR started its 25th year as a CBS Radio affiliate on Dec. 15. The 50 kw station on 1220 kc is owned and operated by the People's Broadcasting Co., of which Herbert L. Evans is vice president and general manager. Carl E. George is general manager of WGAR.

WGAR Cleveland and CBS Radio agree to renew their standard affiliation effective April 1, 1955. L to r: William A. Schudt Jr., CBS vice president in charge of station relations; Herbert L. Evans, vice president and general manager, People's Broadcasting Co., WGAR licensee; Adrian Murphy, CBS Radio president, and Carl E. George, WGAR general manager.

Noble Adds $5 Million To Foundation's Fund

GIFT of $5 million has been presented by Edward J. Noble, chairman of the finance committee of American Broadcasting-Paramount Theatres Inc. and chairman of the board of Life Savers Corp., to the Edward John Noble Foundation, philanthropic organization founded in 1940.

MR. NOBLE

The purpose of the gift, according to Mr. Noble, is to add to the large endowment, used for the support of education, charities and hospitals. The Noble Foundation in 1953 received a $2 million gift from Mr. Noble.

The foundation has made funds available to North Country Hospitals Inc., a unit of three hospitals; St. Lawrence U., and charities in New York such as the Salvation Army, the National Foundation for Infantile Paralysis and Community Chests as well as charities in Greenwich, Conn., and in the New York State communities of Port Chester, Gouverneur, Watertown, Canton and Alexandria Bay.

NBC-TV 'Magazine Concept' To Be Used in New Drama

THE NEW daytime drama, *Way of the World*, will begin on NBC-TV Jan. 3 as a Mon.-through-Fri., 10:30-10:45 a.m. (EST) series. The format is described by NBC as "designed to resemble more closely the magazine technique of presenting complete stories in several episodes."

The series will start under the Monday, Wednesday and Friday sponsorship of the Borden Co., through Young & Rubicam. Production will be under the direction of Therese Lewis who will also be script editor. Frederic Carr has been signed to direct.

Gloria Louis, portraying Linda Porter, will introduce each episode and deliver commercials. Casts are to vary with each story.

NBC RADIO SELLS $1.4 MILLION MORE

NEW BUSINESS representing $1,412,615 in annual gross billings was reported last week by William H. Fineshriber Jr., vice president in charge of the NBC Radio Network.

NBC Radio a fortnight ago reported renewals for the period (dating back to about Nov. 15) at $17,959,607 [AT DEADLINE, Dec. 13]. The renewals included 19 national advertisers and were for 52 weeks.

Total new and renewal business for the network is $19,372,222.

Referring to this figure, Mr. Fineshriber said: "This business is another clear indication of the stability of NBC Radio and reflects the fact that the NBC Radio Network with its new sales packages and program structure offers desirable properties sought by national advertisers who are judicious in their choice of media."

He said NBC Radio in the past year has continued its nighttime "strip programming," adding *The Great Gildersleeve* to this category after achieving particular success with *Fibber McGee & Molly*. The pattern also is being followed in the daytime, Mr. Fineshriber said, with Mary Margaret McBride's new show "sold out within a few weeks" after it was added late this fall.

Mr. Fineshriber noted that NBC Radio now is extending the McBride five-day-a-week pattern to Saturday, a sixth day, for Calgon Inc. Other sponsors of the show are General Foods, Q-Tips Sales Corp. and Star-Kist Foods Inc.

He also said NBC Radio would continue to expand its list of "outstanding personalities during the new year with more top names, new shows and new sales patterns."

NETWORK PEOPLE

James Fonda, director of network programs, CBS-TV Hollywood, assumes producer-creator position with network.

Edward Arnold, tv, radio and motion picture personality, named to succeed late **Lionel Barrymore** as host-m.c., CBS Radio *Hallmark Hall of Fame*.

William Martin, account executive, network sales, NBC-TV, appointed sales specialist, NBC sports department.

Tennessee Ernie Ford, singer, CBS Radio *Tennessee Ernie Ford* programs, adds duties as

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DAYTON, O.

"THE CITY BEAUTIFUL"

host-m.c., NBC-TV program with similar name.

Harry S. Ackerman, vice president in charge of network programming, CBS-TV Hollywood, named honorary chairman of L. A. Advertising Club-U. S. Marine Corps reserve "Toys for Tots" drive and Christmas party tomorrow (Dec. 21); **Bob Crosby,** CBS personality, named party m.c.

Paul Harvey, news commentator, ABC Radio, additionally to write syndicated newspaper column for General Features Corp., N. Y., beginning Jan. 15.

Bob Wolff, sportscaster, WWDC Washington, selected by MBS to air play-by-play of 'Gator Bowl football game, Jacksonville, Fla., Dec. 31.

Ben Alexander, "Officer Frank Smith," *Dragnet,* NBC Radio and NBC-TV, presented diplomas to 22 law enforcement officers at graduation ceremonies Dec. 2, Delinquency Control Institute, USC.

Merle S. Jones, vice president in charge of stations and general services, CBS, named chairman, tv-radio div., Visiting Nurse Service of New York 1954 fund raising program.

Danny Greene, assistant film editor, Revue Productions, Hollywood, father of girl, Dec. 5.

Dennis Day, singer-comedian, NBC Radio *Dennis Day Show* and CBS Radio and CBS-TV *Jack Benny Show,* father of girl, Eileen Maria McNulty, Dec. 4.

Arthur Henley, producer, *Make Up Your Mind,* CBS Radio, father of boy, Kenneth, Dec. 2.

Everett Mitchell, farm commentator, NBC Chicago, father of boy, Peter Michael, Dec. 1.

Harry Essman, 46, engineer, CBS Radio, Hollywood, died Dec. 9.

NETWORK SHORTS

NBC-TV yesterday (Sun.) presented Gian-Carlo Menotti's "Amahl and the Night Visitors" opera on *Hallmark Hall of Fame Program* (5-6 p.m. EST) for fourth consecutive year.

NBC Radio broadcast a full-hour salute to Ernest Hemingway Dec. 19 (7-8 p.m.), to honor novelist's acceptance of Nobel Prize on Dec. 10. Program included evaluations of Mr. Hemingway's works by well-known critics and readings by actors from novelist's "For Whom the Bell Tolls," "A Farewell to Arms" and "The Old Man and the Sea."

CBS COLOR PATENTS LICENSED TO RCA

Five year agreement is seen unofficially as a form of 'protection' on part of RCA.

NEW and different twist in the RCA-CBS color television rivalry developed last week in the revelation that RCA has taken a license for the use of CBS patents on color television tubes.

RCA, confirming this fact, noted first that it is not manufacturing the CBS color tube but rather is turning out one of its own development. The licensing arrangement—which extends for five years and includes CBS patents that may be issued on pending applications and future inventions for direct-view color tv picture tubes during the five-year period, as well as for the original direct-view picture tube of the curved-screen type—was seen unofficially as a form of "protection " on the part of RCA.

RCA's statement said:

RCA is not manufacturing the CBS color tube, which is a 19-inch glass tube.

RCA is manufacturing its own color tube—the 21-inch metal shadow-mask tube developed by RCA and announced to the industry and to the press last July.

RCA has taken a license under CBS patents on color tubes.

The CBS statement, issued by President Frank Stanton:

Nov. 30 CBS licensed RCA to manufacture direct-view color television picture tubes of the curved-screen mask type.

Charles F. Stromeyer, president of CBS-Hytron, the division of CBS Inc. which developed the curved-screen mask type of tube, signed the licensing agreement under U. S. Patent No. 2,690,518 for CBS. E. C. Anderson, executive vice president of RCA, signed for RCA.

The license grants RCA the right to use the original patent as well as other CBS patents that may issue from pending applications and future inventions for direct-view color television picture tubes during the five-year term of the agreement.

CBS-Hytron, while currently producing a 19-inch color picture tube, is known to be working on, and is expected shortly to announce, development of a 22-inch color picture tube [CLOSED CIRCUIT, Nov. 22].

Hallicrafters Aligns Posts Following Graver Death

REALIGNMENT of Hallicrafters Co.'s top executive and marketing posts, in the wake of the death of Richard A. Graver, its vice president, were announced last week.

William J. Halligan, Hallicrafters president, was elected chairman of the board, and Raymond W. Durst, executive vice president, was elevated to the presidency. William J. Halligan Jr., communications sales manager, was appointed director of marketing.

Mr. Halligan Jr., along with Michael D. Kelly, tv sales manager, who was named marketing director for television and home radio (as distinguished from shortwave), will handle the marketing duties formerly assigned to the late Mr. Graver, for whom funeral services were conducted in Chicago last Monday. He died in New York the previous week.

Caleb A. Shera, a district sales manager, has been selected distribution director for tv and home radio and will work with Messrs. Kelly and Halligan Jr. Harry J. Hemingway was elected to the board of directors, replacing Mr. Graver.

Parking by Tv

LATEST USE for the "tv eye" developed by RCA as a means of extending human sight, is space-spotting to speed car parking service. RCA's Engineering Products Div. announced last week that the closed-circuit spotter is being used at Oakland, Calif., by the Downtown Merchants Parking Assn.

The installation enables the attendant to hasten spotting as he directs motorists to vacancies on the car lot. The camera scans the parking area and projects what it sees to a 21-in. receiver in the entrance booth where the attendant can spot a vacant parking place at a glance.

High for Shipments Set by Westinghouse

THE ALL-TIME company record of more than $1.6 billion worth of products shipped was set by Westinghouse Electric Corp. in 1954 although new orders were down from 1953, it was announced last week in a year-end statement by Gwilym A. Price, president of Westinghouse. He predicted that production during 1955 "in terms of sales billed will approach or equal the record set this past year."

Mr. Price reported that in television, Westinghouse Broadcasting Co. purchased KPIX (TV) San Francisco and WDTV (TV) Pittsburgh. Plants and other facilities, Mr. Price said, represent the last large outlay in the approximately $300 million expansion program begun by Westinghouse in 1950 and which will be "virtually completed" by the middle of 1955. He added that the latest expansion, coupled with one completed in 1948, will raise Westinghouse productive capacity by next year to 125% over that at the end of World War II.

Orders to Westinghouse Electric Corp. during 1954, excluding defense business, were off about 5%, according to Mr. Price. He said the company "anticipates an increase in orders in 1955 of some 10%".

New GE Development May Key 'Picture-On-The-Wall' Video

A NEW "light amplifier" which may become a key factor in future "picture-on-the-wall" television has been developed by the General Electric Research Labs at Schenectady and will be demonstrated for newsmen Tuesday in New York.

Miles J. Martin, GE's manager of research

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• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	13th & Spring Streets	(open October 1, 1953)
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Atlantic 9441

information services, said the demonstration would show—"for what we believe to be the first time in scientific history—a projected photographic image being brightened by passing an electric current through a small phosphor surface used as the projection screen."

Mr. Martin said that, aside from picture-on-the-wall television, the development may be useful in X-ray fluoroscopy, photography and for "seeing in the dark" devices.

Gates Reports Production Of 50 W Vhf Transmitter

PRODUCTION of a standard 50 w vhf transmitter has been announced by the Gates Radio Co., Quincy, Ill. The company believes it is the only manufacturer producing a standard tv transmitter in this low power range.

The transmitter is housed in a cabinet 50 inches wide, 84 inches high and 21 inches deep and was originally developed for the Armed Forces Information and Education Agency for overseas tv service. The first Gates 50 w transmitter is in use at an Air Force base in the Azores.

Gates has a companion ring-type antenna designed for use with the new transmitter.

Transmitting Equipment

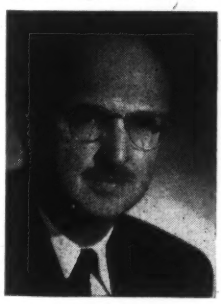
TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
WBBA Pittsfield, Ill.	250 w	am	new station
WBMA Beaufort, N. C.	250 w	am	new station
KCMU Columbia, Mo.	250 w	am	new station
KBNZ LaJunta, Colo.	250 w	am	replace transmitter
WTRN Tyrone, Pa.	250 w	am	new station
. . . Washington, Ind.	250 w	am	new station
KOGA Ogallala, Neb.	500 w	am	new station
WMTA Central City, Ky.	500 w	am	new station
WNES Central City, Ky.	500 w	am	new station
WCLG Morgantown, W. Va.	500 w	am	new station
KVIN Vinita, Okla.	500 w	am	new station
WTKM Hartford, Wis.	500 w	am	replace transmitter
CBY Cornerbrook, Nfld.	1 kw	am	replace transmitter
WBRT Bardstown, Ky.	1 kw	am	new station
WRUM Rumford, Me.	1 kw	am	power increase
WPGC Morningside, Md.	1 kw	am	power increase
KATZ St. Louis, Mo.	1 kw	am	new station
WWWB Jasper, Ala.	1 kw	am	replace transmitter
WCBL Benton, Ky.	1 kw	am	new station
WCLS Columbus, Ga.	1 kw	am	new station
WDKN Dickson, Tenn.	1 kw	am	new station
CBV Quebec, Que.	5 kw	am	power increase
CBO Ottawa, Ont.	5 kw	am	power increase

MANUFACTURING PEOPLE

A. E. Keleher Jr., staff assistant on product planning committee, Raytheon Mfg. Co., Chicago, additionally named product manager, communications equipment.

Dr. George L. Haller, dean of College of Chemistry and Physics, Pennsylvania State U., appointed manager of laboratories dept., electronics div., General Electric Co., Syracuse, N. Y.



MR. HALLER

H. G. Cook appointed district manager, Detroit District, Graybar Electric Co., N. Y., succeeding **E. R. Yonkers,** who transfers to Cincinnati in same capacity, effective Jan. 15.

Henry Berlin, sales engineer and advertising manager, Mark Simpson Mfg. Co., Long Island City, N. Y., chosen honorary member of RCA Institute Alumni Assn.

WROL 'MYSTERY TUNE CONTEST'

WROL Knoxville, Tenn., is conducting a weekly "Mystery Tune Contest," playing 14 mystery melodies weekly at various times during the broadcast day. Each week listeners submit their list of answers along with the name of their favorite WROL program and reasons why they like it. First prize each week is a radio-lamp-clock combination, with the next five winners receiving theatre tickets. To show that everybody isn't watching television after 8 p.m., the station airs one tune in the evening only, and one week about 50% of the entrants identified it, according to WROL.

'MERRY WIDOW' IN COLOR

OPERETTA, "The Merry Widow," will be presented in color tv Dec. 26 on *Omnibus,* the Tv-Radio Workshop of the Ford Foundation, producers of the program, has announced. The entire 1½ hours of *Omnibus* (CBS-TV, 5-6:30 p.m. EST) will be devoted to the operetta, which will feature Patrice Munsel singing the title role and Eugene Ormandy, conductor of the Philadelphia Symphony Orchestra, conducting the performance. The production, staged by Cyril Ritchard, will have a cast of 30, including separate dancing and singing choruses. Each of the three sets to be used will be done in one of the three primary colors, the workshop said, to "improve the clarity of both the color and the compatible black-and-white pictures."

WTVW (TV) OUTDOOR ADS

HEAVY outdoor advertising campaign has been launched by WTVW (TV) Milwaukee, including 200 outside bus cards, 500 three sheet billboards and 12 bus "spectaculars," painted WTVW advertisements occupying the entire side of a bus.

'HOSPITALITY CENTER' VISITORS

WGN-AM-TV Chicago's "Hospitality Center" at the International Livestock Exposition in that city drew visitors from 20 states and six countries and territories outside of the United States, the station reports. The center was open to the public daily throughout the exposition and was the origination point for a total of 25 separate WGN broadcasts and 10 non-broadcast shows, as well as transcribed programs. The station's farm department distributed 7,000 farm service brochures, and 664 visitors signed the WGN farm family guestbook.

WAVE-TV 'FARM' PROGRAM

WAVE-TV Louisville, Ky., will begin a new series of live programs, *Farm,* starting Jan. 15 from its 350-acre farm near Worthington, Ky. The hourly Saturday program will include such categories as soils, machinery, buildings, fertilizers, insecticides, chemicals, livestock, crops, feed and home living, and will be conducted by Paxton Marshall, who on occasion has been featured on WAVE-TV, and Shirley Anderson, who earlier this year was presented a distinguished service award from Secretary of Agriculture Ezra Taft Benson on behalf of the Dept. of Agriculture. The station is presenting the program to serve its farm audience, which it claims to be 83,701 homes and 632,500 persons reached by total programming.

GOLD RUSH AT KVOR

"GOLD RUSH days have come to the Pikes Peak Region where most people listen to KVOR . . ." says the cover of the 1954-55 program schedule being distributed by KVOR Colorado Springs, Colo. The schedule reports five gold mines being worked in the region are: the market's population of 91,200 and buying income of $144,986,000; Fort Carson military base with 25,000 personnel and a monthly payroll of $4,000,000; 500,000 annual tourists spending $44,000,000; a new Fort Carson housing construction to start soon costing $13,427,000, and the new U. S. Air Force Academy to cost over $600,000,000 with an estimated monthly payroll $1,500,000. The presentation also includes market statistics and rankings. "Stake your claim at KVOR in the new Pikes Peak gold rush," the station advises.

NORMAN ROCKWELL (l), noted artist, receives a full color reproduction of his painting, "Their First Television Christmas," from Jack Siegrist, merchandising manager of the Tv Receiver Div. of Allen B. DuMont Labs. The painting was run in a *Saturday Evening Post* DuMont advertisement and the company reports it drew thousands of reprint requests. As part of DuMont's merchandising campaign for its new line of "Wide Horizon" tv receivers, DuMont has made available reproductions to dealers as a Christmas give-away. DuMont expects copies of the painting will soon be in a million American homes.

'THE CASE OF . . .'

WRTV (TV) Asbury Park, N. J., reports "one of its most successful presentations" has been *The Case of . . .*—a weekly program on which practicing attorneys are the actors. Sponsored by the Monmouth Bar Assn., the program dramatizes cases involving public interest issues decided by New Jersey courts.

'CLINK-A-LONG CLACK-A-TY'

"CLINK-A-LONG Clack-a-ty," a robot lawman, is a new personality of KTNT-TV Tacoma, Wash., featured each weekday afternoon as the Marshal of Mechanical City on a children's movie and cartoon show over the station. Clink-a-long, who is hollow to allow a man to stand in him, is outfitted with dials, batteries, lights, coils and tubes which "control" the cartoons and movies.

GOOD LISTENING ON KSOO

TO DETERMINE station penetration and program popularity, KSOO Sioux Falls, S. D., conducted a "Good Listening Contest" in which listeners were asked to explain in 25 words or less why they liked a particular program or personality. Prizes given away were a new Nash Rambler station wagon, furniture to outfit a living room, a man's or woman's wrist watch, an easy chair and weekly awards of Parker pen and pencil sets.

Station Authorizations, Applications

(As Compiled by B • T)

December 9 through December 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Nov. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,634	533	124
CPs on air	16	21	†310
CPs not on air	112	11	141
Total on air	2,650	554	434
Total authorized	2,762	565	575
Applications in hearing	137	2	167
New station requests	174	3	18
New station bids in hearing	76	0	151
Facilities change requests	133	9	19
Total applications pending	647	67	173
Licenses deleted in Nov.	2	5	0
CPs deleted in Nov.	1	0	6

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

• • •

Am and Fm Summary through Dec. 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,668	2,646	124	163	76
Fm	554	535	31	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	267	316	583[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	294	115	409
Noncommercial on air	6	3	9

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	940	337	727	531	1,259[2]
Educational	56		28	28	56[3]
Total	996	337	755	559	1,315[4]

[1] One hundred-fourteen CPs (21 vhf, 93 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 616 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

KBET-TV Sacramento, Calif.—Sacramento Telecasters Inc. granted mod. of CP for ch. 10 to change studio location to 601-607 Seventh Ave., Sacramento; transmitter location to 3.5 miles S. of El Dorado, Calif.; antenna height above average terrain 1,119 ft. Granted Dec. 9; announced Dec. 14.

KLRJ-TV Henderson, Nev.—Southwestern Pub. Co. granted mod. of CP for ch. 2 to change ERP to 12.3 kw visual, 6.3 kw aural; antenna height above average terrain 110 ft. Granted Dec. 6; announced Dec. 14.

WCBS-TV New York, N. Y.—Columbia Bcstg. System granted CP for ch. 2 to change ERP to 42 kw visual, 21 kw aural; antenna height above average terrain 1,300 ft. Granted Dec. 10; announced Dec. 14.

WLOK-TV Lima, Ohio—WLOK Inc. granted mod. of CP to change from ch. 73 to ch. 35; change ERP to 16.2 kw visual, 9.55 kw aural; antenna height above average terrain 340 ft. Granted Dec. 7; announced Dec. 14.

WJAR-TV Providence, R. I.—The Outlet Co. granted mod. of CP for ch. 10 to change ERP to 160 kw visual; antenna height above average terrain 920 ft. Granted Dec. 6; announced Dec. 14.

KCOR-TV San Antonio, Tex.—KCOR Inc. granted mod. of CP for ch. 41 to change transmitter and studio location to 111 Martinez, San Antonio; ERP to 17.8 kw visual, 9.77 kw aural; antenna height above average terrain 350 ft. Granted Dec. 10; announced Dec. 14.

KCTS (TV) Seattle, Wash.—U. of Wash. granted STA for noncommercial educational ch. 9 to commence program tests until Feb. 23, pending filing of license application. Granted Dec. 6; announced Dec. 14.

WOAY-TV Beckley, W. Va.—Robert R. Thomas Jr. granted STA to operate commercially on ch. 4 until Feb. 2. Granted Dec. 9; announced Dec. 14.

APPLICATIONS

WMGT (TV) North Adams, Mass.—Greylock Bcstg. Co. seeks mod. of CP to specify ch. 19 (500-506 mc); ERP 124 kw visual, 67.3 kw aural; antenna height above average terrain 2,116 ft. Filed Dec. 14.

WSJS-TV Winston-Salem, N. C.—Triangle Bcstg. Corp. seeks mod. of CP for ch. 12 to change transmitter location to Sauratown Mt., approximately 7 miles N. of King, N. C.; change ERP to 315 kw visual, 158 kw aural; antenna height above average terrain 2,000 ft. Filed Dec. 14.

CALL LETTERS ASSIGNED

KTHV (TV) Little Rock, Ark.—Ark. Television Co., ch. 11.

KTRE-TV Lufkin, Tex.—Forest Capital Bcstg. Co., ch. 9.

New Am Stations . . .

APPLICATIONS

Valdosta, Ga.—J. E. Massey Sr., J. E. Massey Jr., L. C. McCall and Betty J. McCall d/b as Lowndes County Bcstrs., 1450 kc, 250 w unlimited. Post office address % L. C. McCall, P. O. box 86, Palatka, Fla. Estimated construction cost $16,100, first year operating cost $36,000, revenue $42,000. Principals in general partnership include **J. E. Massey Sr.** (40%); **J. E. Massey Jr.** (40%); **L. C. McCall** (10%), and **Betty J. McCall** (10%). Messrs. Massey Sr. and McCall are equal owners of WWPF Palatka, Fla. Filed Dec. 13.

Portland, Ore.—Albert L. Capstaff, 1290 kc, 1 kw daytime. Post office address 612 Commercial St., Astoria, Ore. Estimated construction cost $14,200, first year operating cost $48,000, revenue $62,500. Mr. Capstaff is pres.-25% owner KVAS Astoria, Ore. Filed Dec. 2.

APPLICATIONS AMENDED

Colorado Springs, Colo.—Arenze Bcstrs. amend bid for new am station on 1450 kc 250 w unlimited to specify 970 kc, 1 kw daytime. Filed Dec. 10.

Georgetown, Del.—Rollins Bcstg. of Del. Inc. amends bid for new am station on 1250 kc 1 kw daytime to specify 5 kw, directional. Filed Dec. 10.

Paris, Ky.—D. C. Stephens tr/as Paris Bcstg. Co. amends bid for new am station on 1470 kc 1 kw daytime to specify 1440 kc. Filed Dec. 10.

Existing Am Stations . . .

APPLICATIONS

KOTN Pine Bluff, Ark.—Universal Bcstg. Corp. amends bid to change from Pine Bluff to Brinkley to specify 100 w; studio and transmitter location to U. S. Hwy. 70, ½ mile S. of Brinkley. Filed Dec. 10.

KGEK Sterling, Colo.—Edmer G. Beehler seeks mod. of license to change from daytime to unlimited on 1230 kc. Filed Dec. 9.

WPGC Morningside, Md.—WPGC Inc. seeks mod. of CP to change daytime power from 1 kw Canadian Restricted (250 w during critical hours) to straight 1 kw. Filed Dec. 14.

WKOZ Kosciusko, Miss.—Cu N. Bahak el seeks CP to change from 1340 kc 250 w unlimited to 1350 kc 5 kw daytime. Filed Dec. 10.

WTON Staunton, Va.—Charles P. Blackley seeks CP to change from 1400 kc to 1240 kc. Filed Dec. 14.

Existing Fm Stations . . .

ACTIONS BY FCC

WCRS-FM Greenwood, S. C.—Grenco Inc. granted CP to change ERP to 5 kw. Granted Dec. 8; announced Dec. 14.

WMVA-FM Martinsville, Va.—Martinsville Bcstg. Co. granted CP to change ERP to 655 ft. Granted Dec. 13; announced Dec. 14.

Ownership Changes . . .

ACTIONS BY FCC

KCMJ Palm Springs, Calif.—Palm Springs Bcstg. Co. granted voluntary assignment of license to Palm Springs Bcstg. Corp. for $130,000. Principals include Pres.-Treas. **David H. Margolis** (100%), minority stockholder WONE Dayton, Ohio. Granted Dec. 15.

KFSD-AM-FM-TV San Diego, Calif.—Airfan Radio Corp. granted voluntary assignment of license to parent corporation KFSD Inc. Granted Dec. 10.

KSTO Santa Rosa, Calif.—Finley Bcstg. Co. granted acquisition of control by Ruth Finley Person and Evert B. Person from Robert W. Finley through purchase of 49.8% interest for $14,423. Granted Dec. 15.

ALLEN KANDER
Negotiator
FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS
1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242

KUKI Ukiah, Calif.—Marguerite E. Sims, executrix of the estate of Bartley T. Sims, deceased, granted voluntary assignment of license to Marguerite E. Sims (100%), sole heir to the estate. Granted Dec. 15.

WGAC Augusta, Ga.—Twin States Bcstg. Co. granted voluntary relinquishment of control by Millwee Owens & G. R. Boswell through purchase of ⅓ interest by A. D. Willard Jr. for $45,000. Mr. Willard is pres.-general manager of WGAC. Granted Dec. 15.

WGBA Columbus, Ga.—L. H. Christian & C. A. McClure d/b as Christian & McClure granted voluntary assignment of license to WGBA Inc. No consideration involved as partners retain identical interests. Granted Dec. 15.

KWNO-AM-FM Winona, Minn.—Maxwell H. White granted voluntary assignment of license to Maxwell H. White, Edward M. Allen & H. R. Hurd d/b as Winona Radio Service through sale of 10% interest based on net worth of the company. Granted Dec. 15.

WNLA Indianola, Miss.—W. L. Kent & John M. McLendon d/b as Central Delta Bcstg. Co. granted voluntary assignment of license to corporation Delta Bcstg. Co. No consideration involved as principals retain identical interests. Granted Dec. 6.

WPIT Pittsburgh, Pa.—WPIT Inc. granted voluntary transfer of control to Allen Berkman, Jack Berkman & Louise Berkman through purchase by corporation of 14.3% from Helen Teitlebaum for $31,325 and 2% interest from George W. Fellows for $4,375. The Berkmans will now own 50.4% interest. Granted Dec. 15.

WUSN-AM-TV Charleston, S. C. — Southern Bcstg. Co. granted voluntary relinquishment of control by J. D. Hastie, S. C. Hastie & C. N. Hastie Jr. through issuance of 45% interest in new treasury stock to local Evening Post Pub. Co., former licensee of WTMA-AM-FM there for $48,418. Granted Dec. 15.

KRBC-AM-TV Abilene, Tex.—Reporter Bcstg. Co. granted voluntary assignment of license to Lewis J. Ackers, Sybil Ackers, Dale Ackers & Jack Andrews d/b as Abilene Radio & Tv Co. No consideration involved as change is from corporation to partnership with each principal retaining ¼ interest. Granted Dec. 9.

WNRG Grundy, Va.—Va.-Ky. Bcstg. Co. granted transfer of control to Charles F. Trivette through purchase of 37½% interest of Kenneth J. Crosthwait for $700. Mr. Trivette will now own 75% interest. Granted Dec. 9.

WVVM-WJPB-FM-TV Fairmont, W. Va.—Fairmont Bcstg. Co. granted voluntary transfer of control to Donn D. Baer through sale of 75% interest for $72,500. J. Patrick Beacom retains 25% interest. Mr. Baer is owner-manager of Donn D. Baer Auditing Service Co., Cincinnati. Granted Dec. 15.

APPLICATIONS

KVON Napa, Calif.—Gibson Radio & Pub. Co. seeks voluntary assignment of license to Oliver Fort Pearson for $45,000. Mr. Pearson is free lance radio-tv announcer and producer. Filed Dec. 7.

KCBS San Francisco, Calif.—Columbia Bcstg. System Inc. of Calif. seeks voluntary assignment to parent corporation Columbia Bcstg. System Inc. Filed Dec. 10.

KAKI (TV) Visalia, Calif.—Irvin V. Willat tr/as Sequoia Telecasting Co. seeks assignment of CP to Sequoia Telecasting Corp. No consideration involved as Mr. Willat is sole owner. Filed Dec. 3.

WJOL-AM-TV Joliet, Ill.—Joliet Bcstg. Co. seeks transfer of control to Joseph F. Novy & Jerome F. Cerny through sale of all stock for $112,500. Principals include Joseph F. Novy (½), chief engineer, WBBM-AM-FM-TV Chicago, and Jerome F. Cerny, engineer at WBBM stations. Filed Dec. 2.

KVOL-TV Lafayette, La.—Evangeline Bcstg. Co. seeks assignment of share-time CP for ch. 10 to its companion share-timer KLFY-TV for $45,000. Consideration represents expenditures of KVOL-TV in processing its application. Filed Dec. 3.

WORC Worcester, Mass.—Radio Worcester Inc. seeks voluntary assignment of license to WORC Inc. for $94,000. Principals include Pres. **Robert F. Bryar** (25%), free lance announcer and talent; Vice Pres. **Harold Kaye** (25%), president of Marlin Research Labs Inc., owner of tv rights on group of motion picture features; Sec. **Marian Kaye** (25%), and Treas. **Shirley L. Bryar** (25%). Filed Dec. 3.

TAPE DUPLICATION

Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installations assure quality.

RECORDED PUBLICATIONS LABS.

1558-70 Pierce Avenue Camden, N. J.

Cam.: WO 3-3000 • Phila.: WA 2-4649

WESK Escanaba, Mich.—M & M Bcstg. Co. seeks voluntary assignment to Northern Bcstg. Co. for $20,000. Principals include Pres. **Stanley R. Pratt** (50%), president-8% stockholder WSOO Saulte Ste. Marie, and vice president-20% stockholder WMIQ Iron Mt., both Michigan; Vice Pres. **Ann O. Pratt** (33⅓%), secretary-20% stockholder WSOO; Vice Pres. **Russell J. Staffeld** (8⅓%), general manager WMIQ, and Treas. **Richard Burnett** (8⅓%), director 0.4% stockholder WSOO. Filed Dec. 7.

WLOL Minneapolis, Minn.—Independent Bcstg. Co. seeks assignment of license from Iowa corporation to Minnesota corporation of the same name. No consideration involved. Filed Dec. 3.

WNNJ Newton, N. J.—Simon Geller, Robert Mensel, Wm. Fairclough & Elizabeth Fairclough d/b as Sussex County Bcstrs. seek voluntary assignment to Robert Mensel, Wm. Fairclough, Simpson C. Wolfe Jr. & Naomi E. Wolfe d/b as Sussex County Bcstrs. Mr. Geller sells his ⅓ interest for $13,000 to Mr. & Mrs. Wolfe, local garage owners. Filed Dec. 10.

WSPN Saratoga Springs, N. Y.—SPA Bcstrs. Inc. seeks transfer of control to Joseph Donohue and 7 others through sale of 39.5% interest for $7,900. Principals now include Pres. **Richard O'Connor** (22.5%); **Joseph Donohue** (38%), Treas. **Martin Karig** (12.5%), 25% stockholder WWSC Glens Falls, 99% stockholder WLPS Ticonderoga, and 7½% stockholder WNOR Syracuse, all New York, and **Kenneth H. Freebern** (20%). Filed Dec. 2.

WCKY Cincinnati, Ohio—L. B. Wilson Inc. seeks involuntary transfer of control (76%) to Constance F. Wilson, George A. Smathers, and the Miami Beach First National Bank, executors of the estate of L. B. Wilson, deceased. Filed Dec. 7.

KAKC Tulsa, Okla.—Public Radio Corp. seeks voluntary transfer of control to Forrest G. Conley through sale of all stock for $85,000. Mr. Conley is Minister of the Revival Tabernacle Church, Tulsa. Filed Dec. 6.

WTPA (TV) Harrisburg, Pa.—Harrisburg Bcstrs. Inc. seeks assignment of CP for ch. 71 to its parent corporation the *Patriot News*. Filed Dec. 3.

WDTV (TV) Pittsburgh, Pa.—Allen B. DuMont Labs Inc. seeks assignment of license to Westinghouse Bcstg. Co. for $9.7 million. Westinghouse is owner of KDKA-AM-FM Pittsburgh, WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, Mass., KYW-WPTZ (TV) Philadelphia, KPIX (TV) San Francisco, KEX-AM-FM Portland, Ore., and WOWO Ft. Wayne, Ind. Filed Dec. 7.

WMDD Fajardo, P. R.—Jose R. Madrazo & Ruben Diaz Atiles d/b as Madrazo & Diaz seek voluntary assignment to WMDD Inc. through sale of 50% interest by Mr. Atiles to Mr. Madrazo for $8,500. Mr. Madrazo will now be sole owner. Filed Dec. 10.

WBEU Beaufort, S. C.—Beaufort Bcstg. Co. seeks voluntary relinquishment of positive control by John M. Trask through sale of 90 shares for $17,100. Principals will now include Vice Pres. **Harold E. Trask** (25%), truck farming, packing and shipping; Sec.-Treas. **Jacob M. Dowling** (5%), attorney; **George L. Tucker** (10%), dry cleaning, and **G. G. Dowling** (5%), attorney. Filed Dec. 13.

WHBT Harriman; WDEH Sweetwater, Tenn.—The Harriman Bcstg. Co. seeks voluntary assignment to F. L. Crowder tr/as Harriman Bcstg. Co. No consideration involved as Mr. Crowder is sole owner. Filed Dec. 7.

WAYB Waynesboro, Va.—Waynesboro Bcstg. Corp. seeks voluntary transfer of control to N. Wilbur Kidd through purchase of remaining 61% interest for $22,627. Filed Dec. 2.

Hearing Cases . . .

OTHER ACTIONS

WRAG Carrollton, Ala.—By Order the Commission denied a petition to enlarge issues filed Sept. 28 by WRAG Carrollton, Ala., insofar as it requests enlargement of the issues in re application of WELO Tupelo, Miss., to change from 1490 kc, 250 w, to 580 kc, 500 w-N, 1 kw-LS, to include a showing of the areas and populations now served by WRAG which will lose service if WELO's proposal is granted; granted petition insofar as it requests the addition of an issue with respect to program comparisons between WRAG and WELO in the areas of interference, and amended issue No. 4 in this proceeding. Action Dec. 8.

Boise, Idaho—FCC, by Report and Order, finalized rule making, proposed Nov. 1, and exchanged tv chs. 2 and 9 between Caldwell and Boise, Idaho, respectively, effective Jan. 18. Comr. Hennock not voting. This was initiated by petition of station KBOI (TV), now operating on ch. 2 at Meridian (within 15 miles of Caldwell). The purpose is to permit KBOI to become a Boise station with its temporary studios at Boise to be used on a permanent basis. Action Dec. 6.

WOPA Oak Park, Ill.—By Order, the Commission denied a petition filed Oct. 22 by WOPA Oak Park, Ill., for reconsideration and grant without hearing of its application to change transmitter site. Comr. Lee dissented. Action Dec. 8.

WLEW Bad Axe, Mich.—By Memorandum Opinion and Order, the Commission denied motion of the Broadcast Bureau for removal from hearing of the application of WLEW to change its operation at Bad Axe, Mich., from 1540 kc, 250 w, D to 1340 kc, 250 w, U; and (1) granted joint petition of Booth Radio & Tv Stations Inc. and Sparks Bcstg. Co. requesting enlargement of the issues, (2) granted Broadcast Bureau's petition for modification of the hearing issues to substitute a new issue No. 3 for existing issue No. 3 and to add new issues 4, 5 and 6, concerning engineering standards, program service proposed, etc. Action Dec. 8.

WCUE Akron, Ohio—By Order, the Commission denied a petition filed Aug. 18 by the Chief Broadcast Bureau for deletion of issues and removal of party intervenor in the proceeding re application of WCUE Akron, Ohio, to change from D to U time using 500 w-N-1 kw-LS, DA-N. Comr. Doerfer dissented. Action Dec. 8.

WNET (TV) Providence, R. I.—By Memorandum Opinion and Order, the Commission denied a petition filed Dec. 6 by Channel 16 of Rhode Island Inc. (WNET [TV]), Providence, R. I., for remand, clarification of procedure and other relief, and motion of Cherry and Webb to strike that petition; and ordered that oral argument before the Commission en banc scheduled herein for Dec. 13 is rescheduled for Dec. 27. Action Dec. 9.

KGUL-TV Galveston, Tex.—By Memorandum Opinion and Order, the Commission dismissed protest and petition filed Nov. 18 by KGUL-TV, ch. 11, Galveston, Tex., for reconsideration of Commission's grant without hearing on Nov. 17 of application of Houston Consolidated Television Co. for special temporary authority to commence commercial operation of station KTRK-TV Houston, on ch. 13. Comr. Doerfer dissented. Action Dec. 15.

Wichita Falls, Tex.; Lawton, Okla.—By Order, the Commission denied request for a final decision without an initial decision, and remanded to the examiner the proceeding involving competing applications for new am broadcast stations (1050 kc, 250 w, D), by White Radio Co., Wichita Falls, Tex., and Lawton Bcstg. Co. and Progressive Bcstg. Co., both of Lawton, Okla. Action Dec. 8.

"...Rust equipment ...actually performing over and above our expectations."
* Actual Testimonial: Name on Request
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MANCHESTER, N. H.

Routine Roundup . . .

December 10 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

St. Louis, Mo., Columbia Bcstg. System Inc.—Granted petition for an extension of time to and including Dec. 21 within which a reply may be filed to joint petition for review of St. Louis Telecast Inc., 220 Tv Inc. and Broadcast House Inc. re ch. 11 (Dockets 8809 et al.) (Action of 12/8).

Port Arthur, Tex., Smith Radio Co.—Denied petition for additional time to file brief in support of an appeal from Examiner's ruling in re (Dockets 10285, 10352) (Action taken 12/7).

By Hearing Examiner James D. Cunningham on December 7

Hartselle, Ala., Dorsey Eugene Newman—Granted motion for extension of time to Jan. 12 within which all parties may submit proposed findings in proceeding re am facilities (Docket 10638 et al.).

By Hearing Examiner Charles J. Frederick on December 7

Jacksonville, Fla., City of Jacksonville—Ordered that specific objections made to certain questions and answers occurring in depositions of Robert Dow Jr. et al. are overruled, and all the testimony of Roger Van Duzer occurring in Vol. 43 of the transcript for Oct. 21 is stricken, in re proceedings for ch. 12 (Dockets 10833 et al.); denied motions to strike testimony of Marion D. Trowell.

Hastings, Neb., The Seaton Pub. Co.—Issued an Order closing the record in re application for ch. 5 (Docket 10965), as of Dec. 7, and extended from Dec. 8 to Dec. 15 the time for filing proposed findings.

By Hearing Examiner Annie Neal Huntting on December 8

Newburyport, Mass., Theodore Feinstein; Sherwood J. Tarlow—Ordered all parties or their attorneys to appear at a pre-hearing conference on Dec. 15 in re am proceeding (Dockets 11141, 42).

WSDR Sterling, Ill., Blackhawk Bcstg. Co.—Ordered parties to appear at pre-hearing conference on Dec. 16 (Docket 11146).

December 10 Applications

ACCEPTED FOR FILING

Application Returned

WAKN Aiken, S. C., Aiken Electronics Advertising Corp.—Voluntary transfer of control of licensee corporation from B. T. Whitmire, J. P. Williamson, John Shealy and Jack S. Younts, to John Mare (990 kc) (Filed only in name of licensee).

Modification of CP

KGFT Grafton, N. D., KVOX Bcstg. Co.—Mod. of CP (BP-9135) which authorized new standard broadcast station for extension of completion date (BMP-6720).

WHLM Bloomsburg, Pa., Harry L. Magee tr/as Bloom Radio—Mod. of CP (BP-8494) as mod. which authorized change in frequency; change in power and hours of operation; install DA-2 and change transmitter location for extension of completion date (BMP-6719).

Remote Control

KNEA Jonesboro, Ark., Radio Jonesboro Inc.—(BRC-601).

WBRT Bardstown, Ky., V. R. Anderson—(BRC-602).

Applications Returned

Henryetta, Okla., W. D. Miller, Glyndal D. Roberts and Donaghey G. Sammons d/b as Henryetta Bcstg. Co.—CP for a new standard broadcast station on 1590 kc, with 500 w, Daytime (Necessary to file Section I).

KWOR Worland, Wyo., Joseph P. Ernst—CP for change in frequency from 1490 kc to 1340 kc (Section I not dated).

December 13 Applications

ACCEPTED FOR FILING

Modification of CP

KODL The Dalles, Ore., Western Radio Corp.—Mod. of CP (BP-8898) as mod. which authorized change in frequency, increase power, installation of DA-N, changes in the antenna system and change in type of transmitter for extension of completion date (BMP-6723).

KOL Seattle, Wash., Seattle Bcstg. Co.—Mod. of CP (BP-9062) as modified, which authorized change from employing DA day and night (DA-1) to DA for night use only for extension of completion date (BMP-6722).

Remote Control

KBIF Fresno, Calif., John Poole Bcstg. Co.—(BRC-603).

WWPA Williamsport, Pa., Williamsport Radio Bcstg. Associates Inc.—(BRC-604).

License for CP

WHA-FM Madison, Wis., State of Wisconsin-State Radio Council—License to cover construction permit (BPED-263) which replaced expired permit (BRED-161).

Modification of CP

KJEO (TV) Fresno, Calif., O'Neill Bcstg. Co.—Mod. of CP (BPCT-1194) as modified, which authorized new tv station to extend completion date to 4-1-55 (BMPCT-2653).

December 14 Decisions

BROADCAST ACTIONS

The Commission en banc

WTBO Cumberland, Md., Tennessee Valley Bcstg. Corp.—Granted mod. of license to change name to Cumberland Valley Bcstg. Corp. (BML-1608).

By the Broadcast Bureau

Actions of December 10

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WBRT Bardstown, Ky.; KNEA Jonesboro, Ark.

Granted License

WNRI Woonsocket, R. I., Friendly Bcstg. Co.—Granted license for am broadcast station; 1380 kc, 1 kw, D (BL-5542).

KOSI Aurora, Colo., Mid-America Bcstg. Co.—Granted license for am broadcast station; 1430 kc, 1 kw, D (BL-5544).

KCMC-TV Texarkana, Tex., KCMC Inc.—Granted license for tv broadcast station (ch. 6) (BLCT-181).

CP

WNBF Binghamton, N. Y., Clark Associates Inc.—Granted CP to change daytime non-directional antenna location employing proposed tv tower and ground system (BP-9525).

Modification of CP

WHIZ Zanesville, Ohio, Southeastern Ohio Bcstg. System Inc.—Granted mod. of CP for extension of completion date to 3-7-55; condition (BMP-6716).

Actions of December 9

WEBQ-FM Harrisburg, Ill., First Trust Assn.—Granted license for fm broadcast station; ch. 260 (99.9 mc), 4.2 kw, U (BLH-1017).

Granted License

KCBH Los Angeles, Calif., A. A. Crawford—Granted license for fm broadcast station; ch. 254 (98.7 mc), 50 kw, U (BLH-979).

KNBX Kirkland, Wash., East Side Bcstg. Co.—Granted license covering increase in daytime power and installation of a new transmitter; 1050 kc, 1 kw, D (BL-5525).

KENN Kenedy, Tex., Kenedy Bcstg. Co.—Granted license for am broadcast station; 990 kc, 250 w, D (BL-5527).

WLFA Lafayette, Ga., Radio Dixie—Granted license for am broadcast station; 1590 kc, 5 kw, D (BL-5539).

WIOK Tampa, Fla., H. C. Young Jr.—Granted license for am broadcast station; 1150 kc, 1 kw, D (BL-5535).

KLRS Mountain Grove, Mo., Kickapoo Prairie Bcstg. Co.—Granted license for am broadcast station; 1360 kc, 1 kw, D (BL-5520).

W9VA Harrisonburg, Va., Shenandoah Valley Bcstg. Corp.—Granted license covering change in power from 1 kw D and N to 1 kw, 5-kw-LS, DA-N, and change type transmitter (BL-5522).

WRPB Warner Robins, Ga., Warner Robins Bcstg. Co.—Granted license for am broadcast station; 1350 kc, 1 kw, D (BL-5524).

KPMO Pomona, Calif., Valley Bcstg. Co.—Granted license covering increase in daytime power and make changes in transmitting equipment; 1600 kc, 500 w, 1 kw-LS, U (BL-5531).

WDOB Canton, Miss., Madison County Bcstg. Co.—Granted license covering increase in power; 1370 kc, 1 kw, D (BL-5534).

WBBA Pittsfield, Ill., Pike Bcstg. Co.—Granted license for am broadcast station; 1580 kc, 250 w, D; condition (BL-5530).

KPEP San Angelo, Tex., Concho Bcstg. Co.—Granted license for am broadcast station; 1420 kc, 1 kw, D (BL-5536).

KWFR San Angelo, Tex., Solar Bcstg. Co.—Granted license for am broadcast station; 1260 kc, 1 kw, D (BL-5537).

WDCF Dade City, Fla., The Pasco Bcstg. Co.—Granted license for am broadcast station; 1350 kc, 1 kw, D (BL-5540).

(Continued on page 89)

Merry Christmas

Appraisals ✕ Negotiations ✕ Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
235 Montgomery St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE •

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE •

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE •

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-8111
Washington 4, D. C.
Member AFCCE •

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE •

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE •

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE •

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE •

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE •

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE •

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE •

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE •

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE •

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE •

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffat—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE •

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE •

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-3071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE •

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE •

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

LOWELL R. WRIGHT
Aeronautical Consultant
serving the radio & tv industry
on aeronautical problems created
by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-2009
(nights-holidays telephone
Herndon, Va. 114)

Member AFCCE •

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Service card advertising contact
BROADCASTING • TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager for new small market rural station—dairy belt of northeast. Farm background and small town station experience helpful. Position open late February. Write full details first letter. Box 587F, B•T.

Manager-salesman for southern one kw. Salary and percentage basis. Opening January 25. Box 670F, B•T.

Here is an opportunity for successful small station commercial manager familiar with southern markets. Fulltime station in growing market offers good salary and commission in one of the south's finest resorts. All correspondence confidential. If possible include picture with resume. Box 685F, B•T.

Manager: Washington, D. C., suburban. Excellent opportunity. Salary, commission. WPGC, Morningside, Maryland. Redwood 6-7770.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Unlimited opportunity for experienced, high-calibre salesman with top southern station in one of "America's top markets". Salary plus commission. Write or wire Box 676F, B•T.

Opportunity for experienced salesman with 50,000 CBS newspaper-tv affiliate. Write or wire KENS, San Antonio.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Announcers—1st phone, early January, for Texas Gulf Coast station. Emphasis on announcing. $275.00 plus. Send audition, reference and background. Box 561F, B•T.

RADIO

Help Wanted—(Cont'd)

Announcer with friendly voice, one who can run smooth record shows . . . really sell on the air. Not interested in the "deep-brown" voice type. Must be natural, unaffected. Combo job, permit necessary. Family man preferred. Very good salary. Box 583F, B•T.

Wanted: Announcer experienced in news writing, editing and broadcasting for north Michigan station. Forward audition, qualifications and salary expected to Box 624F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Staff announcer southeastern kilowatt independent. Experienced capable board operator. Car preferable but not required. Picture, audition, resume. Material will be returned. Box 665F, B•T.

1 announcer—2 experienced newsmen for America's number one independent station. Announcer, send tape and all info, first letter to Ray Carr, KELP, El Paso, Texas. Two newsmen send tape and all info, first letter to Gene Edwards, KLIF, Dallas, Texas.

Experienced announcer who also likes program or sales. Send audition, photo, complete information, salary desired, KSPR, Casper, Wyoming's foremost station.

Will have opening around January 15 for good, reliable announcer with 3rd class ticket. 36 hours per week on board and extra time selling if you desire. 250 MBS fulltime prefer man from Alabama or adjoining state. Salary open for right man. Send details and references or come for interview. WEBJ, Brewton, Alabama.

Dee jay—salesman—metropolitan market. Be able to produce type program you can sell. Salary and commission. Send picture, tape and background resume, Manager, Radio Station WLBS, Birmingham, Alabama.

Immediate opening — two positions: One all-around staff announcer, strong on adlib, convincing. One combination staff announcer and local news reporter with car. Starting salaries commensurate with experience and ability. Excellent opportunity for two good men. Rush photo, tape and resume. They will be returned. WPAQ, Mt. Airy, N. C.

RADIO

Help Wanted—(Cont'd)

All-around staff announcer. Salary commensurate with ability and experience. Send photo, resume and audition on news, commercials and DJ chatter to WVSC, Somerset, Pa.

Technical

Need two licensed operators—no announcing—no experience necessary. Wisconsin. Box 625F, B•T.

Engineer-announcer with first class ticket. Must be capable maintenance man and technician, and a reasonably good straight announcer. Good salary. Box 631F, B•T.

Wanted: Chief, combo, send tape, references and desired salary. Permanent. Address replies care of Box 683F, B•T.

Chief engineer, 1000-watt Missouri station in heart of beautiful lake of the Ozarks resort area. Prefer combo man but will accept straight engineer. Salary open. Write: Manager, KRMS, Osage Beach, Missouri.

Chief engineer for good small market operation. No announcing. Good pay. Forty-four week. Write WCNT, Centralia, Illinois, or phone 5151.

Radiotelephone, first class licensed engineer for am-fm-tv stations. Contact WICA, Ashtabula, Ohio.

Production-Programming, Others

Continuity writer—production assistant wanted for am-tv station in midwest city of 100,000. This is one of the nation's most successful operations and only qualified applicants will be considered. Send copy samples, biography, photograph and references in first letter. Box 654F, B•T.

Girl Friday. Able to write letters, rapid typist, bookkeeper, familiar all phases radio. Ideal opportunity. Middle Atlantic states. Box 667F, B•T.

Wanted: Girl for traffic, continuity as well as generalized secretarial duties with similar experience in small town radio station. Fine chance for advancement with large organization. Eastern states. Box 668F, B•T.

News director with good voice for live-wire Pennsylvania independent. $75.00 to start. One week's paid vacation first year—two weeks thereafter. Mileage allowance. Position offers challenge to provide creative first-rate news and feature coverage of big interesting area. Work with tape recorder. Station going 5000 watts fulltime. WCOJ, Coatesville, Pa., 2100.

Copy writer: Qualified, experienced radio copy writer needed at once. Apply by letter giving experience, references, etc. to Continuity Director, WILS, Lansing, Michigan.

Situations Wanted

Managerial

Manager with ability to do all-around job. Can sell, program, handle engineering. Can make a going business out of your run down station and will prove it. Available for interview. Box 559F, B•T.

Six years experience. Mature, sales-conscious PD interest in management opportunity. Small, medium market. Box 592F, B•T.

General, commercial manager. With ideas that have proved able to build audience and increase sales. Available soon. Wire or write Box 620F, B•T.

General manager—over 20 years radio experience—two years tv. Excellent references. Box 639F, B•T.

Sales manager. Radio. A go getter. 15 years successful experience. Top references. Box 641F, B•T.

Commercial manager one or two-station market southeast. Eight years radio. Play-by-play, stable. College. Family. Box 647F, B•T.

Manager-sales manager . . . over 20 years experience in all phases radio and television. Local, regional, national experience. Strong sales background. Relocation desired. Box 664F, B•T.

ENGINEERS AND TECHNICIANS

Gates needs a few good engineers with a knowledge of radio and audio frequency matters, and also several top-flight technicians. Engineers must be college graduates or equivalent senior classifications. Technicians have wide practical experience in transmitter and audio circuits, with mechanical knowledge, will qualify. This need is not to plug any gap for a specialized defense contract but instead, adding permanently to our force. Pleasant working conditions, with Profit Sharing, Group Insurance, paid vacation, sick benefits, etc., in a midwestern city on the banks of the Mississippi River.

WRITE:
ROGER VEACH
GATES RADIO COMPANY
QUINCY, ILLINOIS

RADIO

Situations Wanted—(Cont'd)

Salesman

Native Texan, wishes to return to first love, radio (or tv). One year radio sales, 4 years top sales national publications: national agency advertising. Box 678F, B•T.

Announcers

Experienced staff man, DJ, news man. Trained voice. First phone. Negro. Box 510F, B•T.

Superior, experienced announcer available: family. Good salary, working conditions required. Box 534F, B•T.

Disc jockey — announcer, presently employed, seeking job with future, veteran, will travel, tape. Box 566F, B•T.

Experienced announcer-salesman, copywriter. Southerner with personality. Proven entertainment ability, song and dance man. Capable of producing, directing. Completed advanced training SRT, New York. Married, 25, veteran, eager to settle. Box 588F, B•T.

Announcer, newsman, 5½ years experience, available immediately. Permanent. Veteran. Married. Box 622F, B•T.

One year experience—all around ability. Let me send tape and you decide. Young—vet—travel. Box 623F, B•T.

Dynamic versatile announcer thoroughly trained all phases broadcasting. Sings: Musical knowledge, Bach to bob. Box 626F, B•T.

Experienced announcer with permit, presently employed, wishes to relocate near New York City. Singer, instrumentalist, seeking staff position or station personality or both. Strong on news. Sober, dependable, family man. Tape, resume on request. Interview after 1st of year. Box 633F, B•T.

Seeking permanent position with small station. Good voice; excellent news and commercial. Reliable, willing to work. Box 634F, B•T.

Desire relocate due sale of station. First phone, BS, 4 years radio-tv, all phases. 2 children. Box 648F, B•T.

Married vet, 27, desires radio work in south. Good voice, diction, also do dialects. Shy on experience, made up for with desire and ambition. Box 649F, B•T.

Announcer, good friendly voice. Smooth DJ, strong on news, commercials, some commercial writing. Trained by top New York announcers. Vet, married, tape, resume. Available at once. Box 650F, B•T.

Versatile announcer. Experience plus thorough training, all phases radio announcing. Good commercial. News, editing and newscasting. Available at once. Box 651F, B•T.

Announcer—deejay—3 years experience, Armed Forces Radio Service, Florida 1000 watter. References. Currently studying dramatics in N. Y. Desires opportunity. Vet, 24. Will travel but prefer south. Tape, photo, resume on request. Box 656F, B•T.

Well trained announcer, graduate of accredited radio and television school. Trained by top New York announcers in radio and television. Available immediately, willing to travel anywhere. Tape, resume and photo on request. Box 657F, B•T.

Announcer, broadcasting school graduate; some experience as combo DJ, newscaster and copywriter. Box 674F, B•T.

Attention 250-500 watters. Recent announcing school graduate. Good staff announcer with easy to listen to DJ delivery. 23, single, tux, travel. Box 675F, B•T.

Disc jockey and MC with proved successes in major markets on radio and tv plans change. Eight years radio. Show business background. Presently employed. Available after first of year. Job must offer at least one tv show a week along with radio . . . full or tv with good salary and fees. Box 677F, B•T.

RADIO

Situations Wanted—(Cont'd)

West Coast—eight years before the mike! Family. $80.00 minimum. Box 679F, B•T.

Announcer, saleable commercial, desires to please, ambitious, tape, references, single. Prefer south, consider all. Albert Yale, Laceyville, Penna.

Technical

1st phone—4 years experience, am-tv. No announcing. Box 655F, B•T.

20 years experience broadcasting, communications am-fm will relocate, prefer east. 42 years old, married. Resume on request. Box 672F, B•T.

Engineer—six years experience studio, transmitter, remotes, recordings. Box 680F, B•T.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Newsman—experienced radio-tv. No announcing. Available January 1. Box 532F, B•T.

Newsman announcer. Can report and write local news. Handle sports and write copy. Tape and details on request. Box 558F, B•T.

Thoroughly experienced program manager immediately available for similar position with large market station. Box 593F, B•T.

Program director, news. For experience, resume, tape, references, photo, write Box 621F, B•T.

Do you need a New York publicity, programming department on a retainer basis? Can handle public relations, trade press, plus network, agency and film. Available to limited number of stations only. Will work with representative if necessary. Box 635F, B•T.

Director—Director-announcer. Wide experience producing-directing all types programs. Complete radio-tv announcing background. Six years college. Vet. Midwest. Box 643F, B•T.

TELEVISION

Help Wanted

Managerial

Florida opening for a person of exceptional ability, manager or commercial manager wanted for operation of combination uhf and a 1kw daytime radio operation, both of which will go on the air around the first of the year. Replies kept in strictest confidence. Box 628F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Wanted—tv sales coordinator with tv directing experience to do some directing, planning and working with local accounts on producing spots or programs. Give full information and photo. Box 576F, B•T.

Announcer

Announcer for established vhf television station in southwest. Permanent. Will consider radio announcer seeking tv opportunity. Prefer southwesterner. Send letter and photo. State present salary. Box 614F, B•T.

Announcer wanted for one of the naiton's foremost tv-am operations in midwest city of 100,000. Only qualified applicants need reply with audition disc or tape, photograph, biography and references. Box 681F, B•T.

Technical

Do you want to settle in Vermont? Transmitter-man in good physical health who likes skiing, has a reputation for reliability, wanted for operation of GE transmitter on Mt. Mansfield. Station provides pleasant living quarters at transmitter. Watch schedule two days on, one day off. Professional and character references required. S. T. Martin, General Manager, WMVT, Burlington, Vermont.

Production-Programming, Others

Need conscientious journalism graduate who's willing to learn for vhf-tv news staff. Send picture and full particulars first letter. Must be competent. Write Box 642F, B•T.

Situations Wanted

Managerial

Manager, assistant manager or program manager, experienced all phases in both tv and radio. Currently manager for CBS basic, vhf, 700,000 population area. Best references from present and past employers. Also network and agency experience. Age 36, married, one child. Prefer midwest. Box 568F, B•T.

Assistant manager. Five years supervisory experience, radio-tv, including new station operation. Excellent record, references. Box 594F, B•T.

Station-commercial-sales manager. Proven successful managerial and sales record with local and major uhf-vhf operations. Can cut costs and increase sales. Presently employed, but station has been sold. Seek permanent position with percentage or stock arrangement. Box 636F, B•T.

Continued on next page

AVAILABLE IMMEDIATELY

TELEVISION RADIO SALES MANAGER

One of Radio and Television's most successful commercial-announcer-program directors, dropped 5-figure income 3 years ago for sales background necessary management. As account executive leading VHF-TV, 6-months billing $150,000 and $200,000. 8-months top metro AM indie. Brought small station from 8th to 2nd place 6 months. Now Sales Manager medium market AM and UHF-TV directing 8 salesmen. Impending sale situation untenable. Unusual executive qualifications all departments. At home Main Street or top agencies. Financially sound, mature family man. Active civic and regional Radio-Tv Association affairs. New York City interview convenient. All replies strict confidence. Resume —photos.

Box 666F B • T

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Television—pitch-sales-specialist. Young, aggressive, able with dynamic personality—interesting, smooth delivery. Native abilities, talent, attributes, training, plus 10 years of sales presentations experience label's me a money maker and spells successful guaranteed results. Box 629F, B•T.

Announcer

Television announcer-producer. Exceptional talent, outstanding background. Eleven years radio-tv experience. Top-notch emcee, smooth selling personality. Resourceful producer-director, finest professional recommendations, college education, family man. Resume, photo, interview. Box 638F, B•T.

Tv announcer, director, production supervisor, eight years experience, excellent references. Box 645F, B•T.

Announcer, 2 years commercial "on camera" experience. Best references from midwest regional station. Married, 24, draft exempt. Box 646F, B•T.

Meteorologist, ten year broad Air Force weather experience and one year radio and television weathercasting desires weather staff position in larger market area. Box 659F, B•T.

Experienced. 3 years all types television announcing, including news. Some production. Six years radio programming and announcing. Family. College. Best offer accepted. Box 660F, B•T.

Employed top announcer seeks position in programming, production and airwork. Four years radio, tv, exploitation. 25, draft-exempt. Box 684F, B•T.

Technical

Tv engineer 1st phone. Experienced audio, video, camera, projection, transmitter. Box 644F, B•T.

Production-Programming, Others

Experienced PD put two television stations on air. Immediate availability for supervisory position, larger market. Best references. College education. Box 595F, B•T.

Experienced tv continuity director desires similar position in major market. Box 596F, B•T.

Tv producer-director—top experience. Presently employed midwest tv station. Seeking greater opportunity in aggressive station. Resume return mail. Box 630F, B•T.

Film editor, year experience at midwest station, good background, single, vet. Box 640F, B•T.

Need top program ideas? Now running unique tv show in northeast. Would click anywhere. Distance no barrier. Box 652F, B•T.

Seeking versatility? Doing everything from pitchman to film editing. Talent now unrewarded. Seek progressive station. Distance no barrier. Box 653F, B•T.

Film editor, station experience 15 months. Shipping, filing, references. Can handle all phases of film department. Music programming. Box 658F, B•T.

Production assistant, experienced, 27, thorough knowledge studio operation, equipment, currently employed. Producer N. Y. Desires production position with tv station. Will relocate. Box 663F, B•T.

Experienced cameraman—all studio operations. Seeking position with production opportunity. Box 673F, B•T.

For Sale

Stations

250 watt fulltime independent Wisconsin market, well staffed, well established, new equipment, exclusive county, excellent future, $35,000, liberal financing. Box 632F, B•T.

For Sale—(Cont'd)

Stations

Southern one kw station operating in the black with modern building and good equipment. Price $30,000, with $15,000 down. Box 669F, B•T.

Kentucky small market daytimer with rather large population coverage. $35,000, terms. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

3kw GE fm transmitter, including tubes, monitors, console; approximately 400 feet Andrew transmission line. Excellent condition. $2000.00. Box 560F, B•T.

For sale: Federal type 191A one kilowatt fm transmitter and General Electric type BM1A fm station monitor. Very good condition. F.O.B. Western Pennsylvania. Box 637F, B•T.

For sale—1 GE stabilizing amplifier: Model 4TV16-B1 with a GE power supply—Model 4TP-13-C1. Equipment A-1 condition, now in use. Please make offer. Box 671F, B•T.

Dage 300C camera, 700A camera control, 400A sync generator, lenses, tripod and friction head, 3-wheel dolly, C105 multiplexer, offer in whole or part, subject to prior sales, by defunct UHFer. Cost over $6000. Used only 8 months. Bids invited. Box 682F, B•T.

Fm transmitter, 10 kw WE power amplifier, used on 98.1, with power supply, full set of tubes. Also 8-section cloverleaf fm antenna, WE 54-A, gain 4.7. Make us an offer. KCMC-TV, Texarkana, Texas.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

RCA TF5A 5 bay antenna for channels 4-5-6. This antenna complete in every detail including de-icer equipment. Available now. Write or call Robert Sinnett, Station WHBF-TV, Rock Island, Illinois.

Priced to sell—5 kw Collins fm broadcast transmitter, with all accessories. Tuned to 102.5 mcs. Included 4 bay antenna. In use less than 2 years. Perfect condition. Changing operation so must move in 30 days. Contact WWWB, Jasper, Alabama.

Used recording tape—7" reels. 6 for $4.00, 12 for $7.00. Prepaid. Brown, 1037 S. Glenstone, P. O. Box 2292, Springfield, Missouri.

Wanted to Buy

Stations

In market with trading area of 100,000 population or more. Box 580F, B•T.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.

Wanted used 5kw am transmitter and used 1kw am transmitter. Send all information and price to Box 538F, B•T.

Used 5kw am transmitter and spare tubes. State price, condition, full details. Box 627F, B•T.

Immediately, good working condition, mobile transmitter, rent or buy. WWBG, phone 31334, Bowling Green, Ohio.

Miscellaneous

Recording fan! Swap tapes all over the world. Details free. Box 1404-Y, San Francisco, Calif.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

TELEVISION

Help Wanted

Technical

TV Transmitter Technician

Immediate opening for licensed technician with minimum of one year experience, maintenance and operation of VHF transmitter. Permanent position, excellent working conditions, good pay, other benefits with new basic CBS affiliate. Maximum power, channel 5, 1179 foot tower, now telecasting network color—local color equipment on order. Drifters need not apply. Applicants must be settled, ambitious, sober and men of good character. Write or call: Chief Engineer, WLAC-TV, Nashville, Tenn.

Situations Wanted

Production-Programming, Others

SIX YEARS
RADIO-TV EXPERIENCE

Young man with supervisory experience in station operations, programming, production, commercial copy. Available January 1, 1955 for similar position—radio or TV. College education, as well as degrees from School of Experience. Dependable, stable, with family responsibilities. A brief letter describing your operation and position you have available will bring you a 20 page brochure containing photo, details of qualifications, background, experience, references, etc. Put new radio and TV stations on air and into black. Now looking for permanent position with opportunity for professional growth. Successful record and excellent references.

Box 612F, B•T

For Sale

Equipment

USED

1KW TRANSMITTER

We have taken in on trade a Collins 20-T Transmitter. This is the large deluxe two-cabinet unit, in practically new condition. Sold for around $8000.00 new. Price tuned to frequency, with used tubes, $4500.00—We will also have near the end of January a Raytheon RA-1000 1kw transmitter taken in on trade. Price with tubes and tuned to frequency $3750.00: or as is, directly off of broadcaster's floor $3400.00. Write, wire or phone: Larry Cervone, Gates Radio Company, Quincy, Illinois.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

(Continued from page 84)

Modification of CP

KFAC-FM Los Angeles, Calif., Los Angeles Bcstg. Co.—Granted mod. of CP for extension of completion date to 3-14-55.

KCTS (TV) Seattle, Wash., U. of Wash.—Granted mod. of CP to make changes in antenna of ed. tv station (BMPET-52).

The following were granted extension of completion dates as shown:

WOR-FM New York, N. Y., to 7-1-55; WNOW-TV York, Pa., to 7-5-55; WATR-TV Waterbury, Conn., to 6-29-55; WMAZ-TV Warner Robins, Ga., to 7-1-55; KCTL (TV) Seattle, Wash., to 6-7-55; WABI-TV Bangor, Me., to 6-28-55; WGTH-TV Hartford, Conn., to 7-5-55.

Actions of December 8

Granted CP

WABC-TV New York, N. Y., American Bcstg.-Paramount Theatres Inc.—Granted CP to make changes in auxiliary transmitting equipment, to use main transmitters specified in BMPCT-855 in lieu of those specified in BMPCT-831 (BPCT-1913).

Modification of CP

WHA-TV Madison, Wis., Wisconsin State Radio Council—Granted mod. of CP for extension of completion date to 6-7-55.

WHIZ-TV Zanesville, Ohio, Southeastern Ohio Television System—Granted mod. of CP for extension of completion date to 6-7-55.

Actions of December 7

Granted License

KFMB San Diego, Calif., Wrather-Alvarez Bcstg. Inc.—Granted license covering change in frequency, increase in power and installation of a new transmitter; 540 kc, 5 kw, DA-1, U (BL-5386).

KANI Kaneohe, Oahu, Hawaii, Windward Bcstg. Co.—Granted license for am broadcast station; 1150 kc, 1 kw, DA-1, U (BL-5157).

WMYR Ft. Myers, Fla., Robert Hecksher—Granted license covering change in hours of operation from D to U, using power of 500 w N and installation of DA for night use only (BL-5457).

Modification of CP

WTAQ LaGrange, Ill., The LaGrange Bcstg. Co.—Granted mod. of CP to change type transmitter (BMP-6713).

WATE (TV) Knoxville, Tenn., Greater East Tennessee Tv Inc.—Granted mod. of CP for extension of completion date to 7-2-55.

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

Actions of December 6

Remote Control

WPON Pontiac, Mich., Gerity Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following stations were granted mod. of CP's for extension of completion dates as shown:

WICA-TV Ashtabula, Ohio, to 6-30-55; WAIM-TV Anderson, S. C., to 5-30-55.

December 15 Decisions

ACTIONS ON MOTIONS

By Commisioner John C. Doerfer on Dec. 7

Odessa, Tex., Clarence E. Wilson and Philip B. Jackson d/b as The Odessa Television Co.—Denied petition for extension of time to and including Jan. 3 within which to file exceptions to initial decision in re ch. 7 (Dockets 10975-76).

By Hearing Examiner Herbert Sharfman

Chief Broadcast Bureau—Granted extension of time from Dec. 31 to and including Jan. 14 within which to file initial proposed findings in re applications of WKAT Inc., et al., for ch. 10 at Miami, Fla., with optional replies due 30 days thereafter (Dockets 9321 et al.). Action taken 12/13.

By Hearing Examiner Hugh B. Hutchison

Murphy, N. C., Cherokee Bcstg. Co.—Granted petition requesting that prehearing conference in re am facilities (Dockets 11101-02) scheduled for Dec. 15 to exchange affirmative cases between applicants, be postponed to Feb. 14, and final prehearing conference scheduled for Dec. 22 be postponed to Feb. 24, and the Commission on its own motion continued without date the hearing now scheduled for Jan. 4. Action taken 12/9.

Dallas, Tex., Texas Star Bcstg. Co.; KTRH Houston, Tex., KTRH Bcstg. Co.—Scheduled further hearing in proceeding re am facilities (Dockets 8258, 8753), for Jan. 17. Action taken 12/13.

By Hearing Examiner William G. Butts on Dec. 13

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—ordered that a conference be held on Jan. 7 in re application for am facilities (Docket 10944).

By Hearing Examiner Annie Neal Huntting on Dec. 8.

Levittown-Fairless Hills, Pa., Drew J. T. O'Keefe, et al.—Granted extension of time from Nov. 4 to Dec. 6 within which to prepare and furnish new information for its direct case, in re am facilities (Docket 10931 et al.).

BROADCAST ACTIONS

The Commission en banc

Renewal of License

Granted renewal of license of following stations on regular basis:

WENC Whiteville, N. C.; WATA Boone, N. C.; WIST Charlotte, N. C.

December 15 Applications

ACCEPTED FOR FILING

Renewal of License

WRHT Griffin, Ga., Mrs. Virginia Price Bowen—(BR-2769).

Modification of CP

WMVT (TV) Montpelier, Vt., WCAX Bcstg. Corp.—Mod. of CP (BPCT-1327) as mod. which authorized new tv station to change corporate name to Mt. Mansfield Television Inc. (BMPCT-2655).

Advance Schedule Of Network Color Shows

CBS-TV

Dec. 23 (8:30-9:30 p.m.): *Shower of Stars*, "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 25 (4:30-5 p.m.): *Holy Night* (sustaining).

Dec. 26 (5-6:30 p.m.): *Omnibus*, "The Merry Widow," Aluminum of Canada and Scott Paper Co. through J. Walter Thompson Co.; Norcross Co. through Abbott Kimball Co.

Jan. 5 (10-11 p.m.): *Best of Broadway*, Westinghouse Electric Co. through McCann-Erickson.

Jan. 8 (9:30-10 p.m.): *My Favorite Husband*, Simmons Co. through Young & Rubicam.

Jan. 10 (7:30-7:45 p.m.): *Doug Edwards & the News*, American Home Products Corp. through Biow Co.

Jan. 11 (7:30-7:45 p.m.): *Doug Edwards & the News*, American Cigarette & Cigar Co. through Sullivan, Stauffer, Colwell & Bayles.

Jan. 12 (7:30-7:45 p.m.): *Doug Edwards & the News*, Appliance & Electronics Div. of Avco Mfg. Corp. through Earl Ludgin & Co.

NBC-TV

Dec. 23 (9-9:30 p.m.): *Dragnet*, Liggett & Myers Tobacco Co. through Cunningham & Walsh.

Dec. 23 (9:30-10 p.m.): *Ford Theatre*, "Slide, Darling, Slide," Ford Motor Co. through J. Walter Thompson Co.

Dec. 28 & Dec. 30 (11 a.m.-noon): *Home*, 9-minute cooking spot. Participating sponsors.

Dec. 30 (9:30-10 p.m.): *Ford Theatre*, "The Unbroken Promise," Ford Motor Co. through J. Walter Thompson Co.

Jan. 2 (7:30-9 p.m.): *Max Liebman Presents*, Sunbeam Corp. through Perrin-Paus Co.; Hazel Bishop Inc. through Raymond Spector Co.

Jan. 5 (7-7:30 p.m.): *Norby*, Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 6 (9:30-10 p.m.): *Ford Theatre*, Ford Motor Co. through J. Walter Thompson Co.

Jan. 10 (8-9:30 p.m.): *Producer's Showcase*, "Yellow Jack," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Jan. 12 (7-7:30 p.m.): *Norby*, Eastman Kodak Co. through J. Walter Thompson Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

In the Puget Sound Area, ONLY ONE TV STATION COVERS ALL FIVE*

in its "A" Contour

. . . that station is

KTNT TV

BEST over Puget Sound

CHANNEL ELEVEN

316,000 WATTS

★

ANTENNA HEIGHT

1000 FT. ABOVE SEA LEVEL

★

"A" Contour Population

OVER 1,200,000

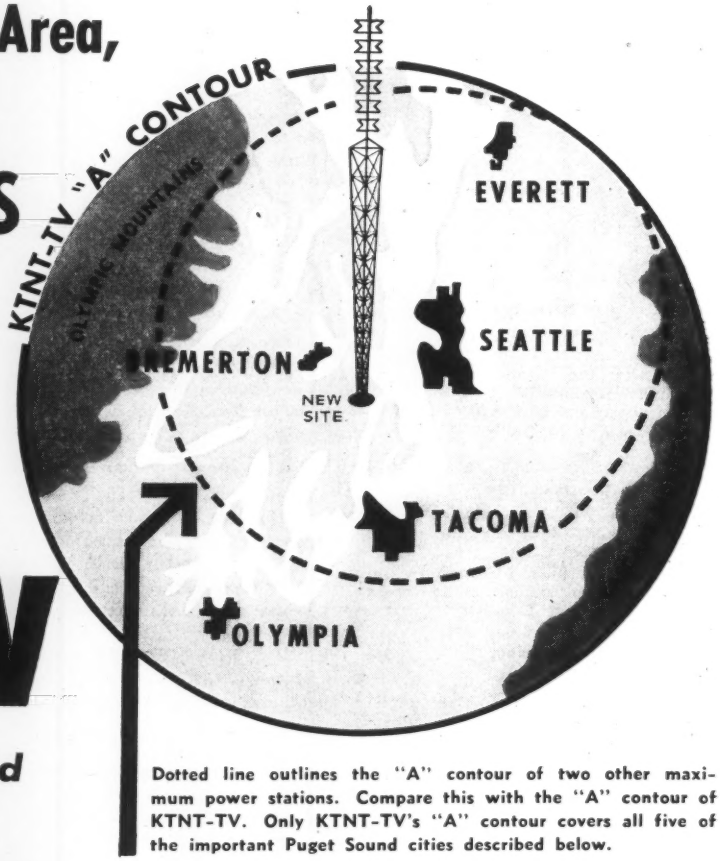
★

INFLUENCE AREA

The Influence Area of KTNT-TV includes entire Western Washington, a part of Oregon to the south, and a portion of British Columbia in Canada to the north. This area contains over 2,000,000 able-to-buy people.

★

CONTACT WEED TELEVISION



Dotted line outlines the "A" contour of two other maximum power stations. Compare this with the "A" contour of KTNT-TV. Only KTNT-TV's "A" contour covers all five of the important Puget Sound cities described below.

***SEATTLE:** Seattle's population now ranks 19th in the United States and it is the largest city in Washington State. It is located 7 miles across Puget Sound to the east and north of KTNT-TV's 316,000 watt transmitter site. Seattle residents constitute approximately one-third of KTNT-TV's market population.

***TACOMA:** Home city of license of KTNT-TV, Tacoma is located 12 miles south and east of KTNT-TV's new transmitter. It is the dominant industrial area of Pierce County which is the second most populous county in the state.

***BREMERTON:** Famous naval base of the Pacific Northwest, lies west of Seattle across Puget Sound. It is located in Kitsap County, the same county in which the new KTNT-TV transmitter site is located.

***OLYMPIA:** Capital of the state, this famous early Washington settlement lies at the southern end of Puget Sound. Its beautiful government buildings are a tourist attraction for the thousands who visit the Puget Sound country each year.

***EVERETT:** The northernmost city of "Middle Puget Sound", Everett is one of the important centers of pulp and paper production in the Pacific Northwest. It has steady industrial payrolls for its people.

KTNT-TV, 11th and Grant, Tacoma 5, Washington

CBS TELEVISION for PUGET SOUND

TELESTATUS

December 20, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 303,680
►WBRC-TV (6) CBS; Katz; 304,316
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) NBC; Walker; 22,250

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/25/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 101,523

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 106,800
►KPHO-TV (5) CBS, DuM; Katz; 101,523
KTVK (3) Weed; 6/10/54-1/15/55

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 34,866
►KVOA-TV (4) ABC, NBC; Raymer; 34,866

Yuma†—
►KIVA (11) NBC, DuM; Grant; 24,670

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 85,764
KETV (23) 10/30/53-Unknown
KTHV (11) 11/4/54-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

Total stations on air in U. S. and possessions: 418; total cities with stations on air: 278. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,519,978.

***Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 375,314 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

New Starters

The following tv stations are the newest to start regular programming:

WIRI (TV) Lake Placid-Plattsburg, N. Y. (ch. 5), Dec. 9.

KCTS (TV) Seattle, Wash. (ch. 9), Dec. 7, educational.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 84,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778

Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
►KABC-TV (7) ABC; Petry; 1,955,185
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,955,185
►KHJ-TV (9) DuM; H-R; 1,955,185
►KNXT (2) CBS; CBS Spot Sls.; 1,955,185
►KRCA (4) NBC; NBC Spot Sls.; 1,955,185
KTHE (*28). See footnote (c)
►KTLA (5) Raymer; 1,955,185
►KTTV (11) Blair; 1,955,185

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-2/15/55

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,033,430
►KPIX (5) CBS; Katz; 1,033,430
►KRON-TV (4) NBC; Free & Peters; 1,033,430
►KSAN-TV (32) McGillvra; 136,250

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
►KVEC-TV (6) ABC, DuM; Grant; 78,148.

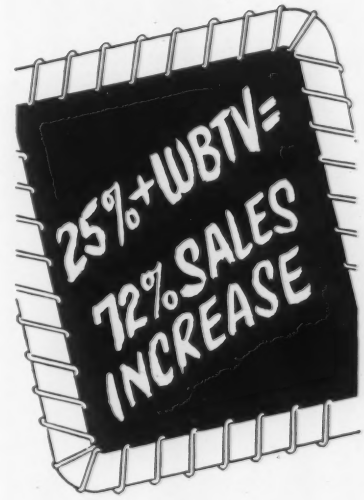
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692

Stockton†—
►KOVR (13) DuM; Blair
►KTVU (36) NBC; Hollingbery; 112,000

Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



This may not be the way you learned arithmetic, but it adds up to some mighty satisfactory figures for C. W. Harvey, Sales Manager of Hickory Auto Parts in Hickory, N.C.

Mr. Harvey explains it this way: "To get the same coverage that WBTV provided during our recent campaign, our advertising budget would not have been adequate to give coverage of but 25% of the territory that was exposed to our WBTV commercials.

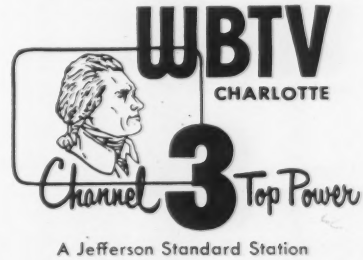
"We received inquiries from the WBTV advertising from all over the State of North Carolina as well as Virginia, Tennessee and South Carolina. We were able to set up many associate distributors and in no instance did we ever go to a place of business that the product wasn't known.

"With an increase in sales of 72%, our company became the top distributor in the nation for Royal Triton Motor Oil in increases over last year.

"I think that this can be definitely attributed to our television advertising program with your company. Let me assure you that next year the bulk of our advertising program will again be spent with WBTV to promote our product."

For some ready arithmetic on how to increase your sales, contact:

CBS TELEVISION SPOT SALES



A Jefferson Standard Station

NEVER DREAMED OF SUCH COVERAGE

136,032

Television receivers are tuned to KHQA-TV — Channel 7 in Hannibal and Quincy, the land of Tom Sawyer and Huck Finn.

Bridging the rich Mississippi River Valley, with studios in both Hannibal, Missouri, and Quincy, Illinois, KHQA-TV offers the largest coverage in the tri-state area.

KHQA-TV
CHANNEL 7
CBS – DUMONT

represented by
WEED TELEVISION

FOR THE RECORD

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000

Denver—
► KBTV (9) ABC; Free & Peters; 253,596
► KFEL-TV (2) DuM; Blair; 253,596
► KLZ-TV (7) CBS; Katz; 253,596
► KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman, 7,600

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 241,236

New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 655,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 620,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 340,763
WOBS-TV (30) Stars National; 8/12/53-1/1/55

Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 287,600
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,900

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500

Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
WPFA (15) See footnote (c)

St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 124,000

Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-Unknown

West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) NBC, ABC, CBS, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
WQXI-TV (36) 11/19/53-12/18/54 (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221

Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 127,700
► WRDW-TV (12) CBS; Headley-Reed; 110,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 85,592

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032

Rome†—
► WROM-TV (9) Weed; 135,290

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 56,241
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 39,675
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,450

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 300,274

Bloomington—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 34,692

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 214,837
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900
► KHQA-TV (7) See Hannibal, Mo.

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 85,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Bloomington—
► WTTV (4) NBC, ABC, CBS, DuM; Meeker; 584,843 (also Indianapolis)

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 78,446
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► WFBM-TV (6) ABC, CBS; Katz; 665,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Lafayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 97,500

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 205,321

Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267

Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 117,028

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590

Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156

Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100

Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 112,572

Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC, ABC, DuM; Hollingbery; 139,450
► KVTV (9) ABC, CBS, DuM; Katz; 125,788

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

KANSAS

Great Bend†—
► KCKT (2) Bolling

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 76,116

Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 388,142

Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 65,389

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-Jan. '55

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-early '55

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed

Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-March '55

Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown

Lake Charles—
► KPLC-TV (7) NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 30,000

Monroe—
KFAZ (43) See footnote (c)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 176,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 292,587
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 66,800
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
► WTWO (2) Venard

Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,707

Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

Portland—
► WCSH-TV (6) NBC; Weed; 141,504
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 50,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
► WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,239,424
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,239,424

Brockton†—
WHEF-TV (62) 7/30/53-Fall '54

Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 156,000
► WWLP (61) ABC, NBC; Hollingbery; 156,000

WOC-TV

Builds Telecasts that Build Sales

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	**1,543,700**
Families	**477,910**
TV Homes—3/1/54	**264,811**
Effective Buying Income	**$2,455,549,000**
Per Capita	**$1,590**
Per Family	**$5,565**
Retail Sales	**$1,859,761,000**

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 68,112

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410

Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390

Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 410,390

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55

Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 74,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 550,000
► WTCN-TV (11) ABC; Blair; 550,000

Rochester—
► KROC-TV (10) NBC; Meeker; 92,386

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC; Blair; 550,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
► WJTV (25) CBS, DuM; Katz; 61,000
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 108,450

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
Tupelo Citizens Tv Co. (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R 53,048.

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 136,032
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin—
► KSWM-TV (12) CBS; Venard; 81,270

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 440,665
► KMBC-TV (9) CBS; Free & Peters; 440,665
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 440,665

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 115,845

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 18,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 18,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 15,200

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/1/55

Las Vegas—
► KLAS-TV (8) ABC, CBS, DuM; Weed; 18,442

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,150,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 51,716
► KGGM-TV (13) CBS; Weed; 51,716

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 125,633
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 307,020
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 430,042. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 432,819
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 19,000

Lake Placid †(Plattsburg)—
► WIRI (5) Young

New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 290,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 405,000

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 351,750

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 153,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 32,300
► WLOS-TV (13) ABC, DuM; Venard; 277,000

Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54

Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 440,406

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 83,660

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600

Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 43,600
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 245,189
► WTOB-TV (26) ABC, DuM; H-R; 81,200

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 24,315

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS; Weed; 75,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 25,000

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55

BUYOGRAPHY

The 32 counties in Sioux City Sue-land include Nebraska's leading farm county, South Dakota's second, and two of Iowa's top three. Five of the 32 are among the first 75 in the U. S. in farm income. From cattle, hogs, corn, oats and other products, Sioux City Sue-land enjoys an annual cash farm income of better than half a billion dollars. The value of farm products sold in the area, according to the last Census, topped the totals of 34 states; average per farm *value of products sold* was $9,460, more than double the national average. Sioux City is the nation's fourth largest livestock center, fourth largest grain market, 31st metropolitan area in wholesale sales. Its more-than-300 manufacturers include the world's largest maker of wind-propelled generators, world's largest pop-corn manufacturer, and makers of assorted tools, batteries, fishing tackle and farm supplies. There are about 125,000 tv sets in Sioux City Sue-land, the owners of which (so many tell us; rating data upon request) find watching KVTV rewarding.

CBS, ABC & DuMont

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KVTV Channel 9

SIOUX CITY, IOWA

***KVTV**, a Cowles Station, is under the same management as **WNAX-570**, the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.*

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,063,130
WHK-TV (19) 11/25/53-Unknown
► **WNBK (3) NBC; NBC Spot Sls.; 1,045,000**
► WXEL (8) ABC, DuM; Katz; 1,063,000

Columbus—
► WBNS-TV (10) CBS; Blair; 425,537
► **WLWC (4) NBC; WLW Sls.; 307,000**
WOSU-TV (*34) 4/22/53-Unknown
► **WTVN-TV (6) DuM; Katz; 381,481**

Dayton—
► **WHIO-TV (7) CBS, DuM; Hollingbery; 637,330**
WIFE (22) See footnote (c)
► **WLWD (2) ABC, NBC; WLW Sls; 320,000**

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
► WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
► **WSTV-TV (9) CBS; Avery-Knodel; 1,083,900**

Toledo—
► **WSPD-TV (13) ABC, CBS, NBC, DuM; Katz;** 303,050
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

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Enid†—
► **KGEO-TV (5) ABC; Pearson; 118,000**

Lawton†—
► **KSWO-TV (7) DuM; Pearson; 54,540**

Miami†—
KMIV (58) 4/22/53-Unknown

Muskogee†—
► **KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000**

Oklahoma City—
KETA (*13) 12/2/53-Unknown
► **KMPT (19) DuM; Bolling; 98,267**
► KTVQ (25) ABC; H-R; 167,381
► **KWTV (9) CBS, DuM; Avery-Knodel; 256,102**
► WKY-TV (4) ABC, NBC; Katz; 296,081

Tulsa—
KCEB (23) See footnote (c)
► **KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100**
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► **KVAL-TV (13) ABC, NBC, DuM; Hollingbery;** 30,000

Klamath Falls†—
KFJI Broadcasters Inc. (2) 12/2/54-Unknown

Medford—
► **KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv;** 23,750

Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► **KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-**964
► **KPTV (27) ABC, NBC, DuM; NBC Spot Sls.;** 204,798
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► **WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128**

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► **WGLV (57) ABC, DuM; Headley-Reed; 84,915**

Erie—
► **WICU (12) ABC, NBC, DuM; Petry; 208,500**
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 48,309

Harrisburg—
► **WCMB-TV (27) Cooke**
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► **WARD-TV (56) ABC, CBS, DuM; Weed**
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 805,604

Lancaster—
► **WGAL-TV (8) CBS, NBC, DuM; Meeker;** 602,350
WWLA (21) 5/7/53-Fall '54

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
► **WKST-TV (45) ABC, DuM; Everett-McKinney;** 146,367

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Blair; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,878,518

Pittsburgh—
► **WDTV (2) CBS, NBC, DuM; DuM Spot Sls.;** 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 412,000
WKJF-TV (53) See footnote (c)
► **WQED (*13)**
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► **WEEU-TV (33) ABC, NBC; Headley Reed;** 95,000
► **WHUM-TV (61) CBS; H-R; 219,870**

Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 185,000
► **WTVU (73) Everett-McKinney; 150,424**

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 200,000
► **WILK-TV (34) ABC, DuM; Avery-Knodel;** 190,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55

York—
► **WNOW-TV (49) DuM; Forjoe; 87,400**
► **WSBA-TV (43) ABC; Young; 88,000**

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,166,344
► WNET (16) ABC, CBS, DuM; Raymer; 75,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 101,205

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► **WCSC-TV (5) ABC, CBS; Free & Peters;** 139,832
► WUSN-TV (2) NBC, DuM; H-R; 138,000

Columbia—
► **WCOS-TV (25) ABC, DuM; Headley-Reed;** 66,000
► WIS-TV (10) NBC; Free & Peters; 133,542
133,542
► WNOK-TV (67) CBS; Raymer; 67,500

Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000

Greenville—
► WFBC-TV (4) NBC; Weed; 443,850
► WGVL (23) ABC, DuM; H-R; 101,200

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
Black Hills Bcstg. Co. (3) 12/8/54-6/1/55

Sioux Falls—
► **KELO-TV (11) ABC, CBS, NBC, DuM; Raymer;** 107,311

TENNESSEE

Chattanooga—
► **WDEF-TV (12) ABC, CBS, NBC, DuM; Branham;** 115,361
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55

Johnson City—
► **WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson;** 129,360

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 95,110
► **WTSK-TV (26) ABC, CBS, DuM; Pearson;** 80,050

Memphis—
► WHBQ-TV (13) CBS; Blair; 315,032
► WMCT (5) ABC, NBC, DuM; Branham; 315,032
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 216,940
► WSM-TV (4) NBC, DuM; Petry; 205,165

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 221,750

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 62,437
► KGNC-TV (4) NBC, DuM; Katz; 62,437
KLYN-TV (7) 12/11/53-Unknown

Austin—
► **KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer;** 92,207

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 37,600
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Unknown

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,600
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► **KROD-TV (4) ABC, CBS, DuM; Branham;** 60,602
► KTSM-TV (9) NBC; Hollingbery; 56,766

Ft. Worth—
► **WBAP-TV (5) ABC, NBC; Free & Peters;** 416,000
KFJZ-TV (11) 9/17/54-Unknown

Galveston—
► **KGUL-TV (11) CBS, DuM; CBS Spot Sls.;** 325,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 47,173

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 378,000
► KTRK-TV (13) ABC; Blair
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 40,000

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 65,679
► **KDUB-TV (13) CBS, DuM; Avery-Knodel;** 65,679
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 11/17/54-Unknown

Midland—
► **KMID-TV (2) ABC, CBS, NBC; Venard; 38,500**

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 223,978
► WOAI-TV (4) NBC; Petry; 223,978

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 94,292

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 89,700

Tyler†—
KETX (19) See footnote (c)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 64,853

Waco†—
► KANG-TV (34) ABC, DuM; Raymer; 48,960
KWTX Bcstg. Co. (10) 12/1/54-Unknown

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,173

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,750
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
► KTVT (4) NBC; Blair; 167,200
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► **WBTM-TV (24) ABC; Gill-Perna; 21,545**

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Avery-Knodel; 110,000

Harrisonburg—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson;** 93,971

Lynchburg—
► **WLVA-TV (13) ABC, CBS, DuM; Hollingbery;** 152,000

Newport News—
► **WACH-TV (33) Walker**

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 342,581
WTOV-TV (27) See footnote (c)
► **WVEC-TV (15) See Hampton**

Petersburg†—
WPRG (8) 9/29/54-Unknown

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 473,643

Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 288,976

WASHINGTON

Bellingham†—
► KVOS-TV (12) CBS, DuM; Forjoe; 140,653

Pasco†—
KEPR-TV (19) 11/3/54-Unknown

Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 398,400
► KOMO-TV (4) NBC; Hollingbery; 398,400
► KCTS (*9)
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) NBC; Katz; 92,310
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) ABC; Petry; 91,970

Tacoma (Seattle)—
► KTVW (13) Branham; 387,300
► KTNT-TV (11) CBS, DuM; Weed; 387,300

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► **KIMA-TV (29) ABC, CBS, NBC, DuM; Weed;** 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown

Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 48,820

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55

Fairmont†—
► **WJPB-TV (35) ABC, NBC, DuM; Gill-Perna;** 35,200

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 463,591
WHTN-TV (13) 9/2/54-Spring '55

Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Dec. '54 (granted STA Dec. 9)

Parkersburg†—
► **WTAP (15) ABC, DuM; Forjoe; 30,000**

Wheeling—
WLTV (51) 2/11/53-Unknown
► **WTRF-TV (7) ABC, NBC; Hollingbery; 281,811**
► **WSTV-TV (9) See Steubenville, Ohio**

WISCONSIN

Eau Claire—
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery;** 75,000

Green Bay—
► **WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000**
WFRV-TV (5) 3/10/54-Unknown
► **WMBV-TV (11) See Marinette**

La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 45,340
WTLB (38) 12/16/53-Unknown

Madison—
► **WHA-TV (*21)**
► WKOW-TV (27) CBS; Headley-Reed; 70,000
► WMTV (33) ABC, NBC, DuM; Bolling; 61,000
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000

Milwaukee—
► **WCAN-TV (25) CBS; Rosenman; 408,900**
► WOKY-TV (19) DuM; Bolling; 378,340
► **WTMJ-TV (4) NBC; Harrington, Righter & Parsons;** 722,178
► **WTVW (12) ABC, DuM; Petry**

Neenah—
► **WNAM-TV (42) ABC; George Clark**

Superior† (Duluth, Minn.)—
► **WDSM-TV (6) CBS, DuM; Free & Peters; 70,000**
► **KDAL-TV (3). See Duluth, Minn.**

Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 43,800

WYOMING

Cheyenne†—
► **KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery;** 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 14,000
► **KTVA (11) NBC, DuM; Feltis; 10,000**

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► **CHCT-TV (2) CBC; All-Canada, Weed**

Edmonton, Alt.—
► CFRN-TV (3) CBC; Radio Rep., Young; 10,000

Hamilton, Ont.—
► **CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500**

Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Harry, Weed; 75,000

London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 90,000

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
► **CFPA-TV (2) CBC; All-Canada, Weed**

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,000

Rimouski, Que†—
► CJBR-TV (3) CBC; CBC

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 12,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,616

Toronto, Ont.—
► **CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC;** 280,000

Vancouver, B. C.†—
► **CBUT (2) CBC; CBC; 30,000**

Windsor, Ont. (Detroit, Mich.)—
► **CKLW-TV (9) CBC, DuM; Young**

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650

Tijuana† (San Diego)—
► XETV (6) Weed; 260,850

UPCOMING

DECEMBER

Dec. 23: FCC Comments on proposed allocation of five more educational tv channels for Michigan, Washington, D. C.

Dec. 31: Deadline, return post-freeze tv station questionnaires to FCC, Washington, D. C.

Dec. 31: Deadline, Alfred I. duPont Foundation Awards, Wash. & Lee U., Lexington, Va.

JANUARY

Jan. 3-4: NCAA Tv Committee meets, Hotel New Yorker, New York.

Jan. 5-7: NCAA 49th Annual Convention, Hotel New Yorker, New York.

Jan. 9-11: National Appliance & Radio-Tv Dealers Assn. annual convention, Conrad Hilton Hotel, Chicago.

Jan. 10: RAB Clinic, Miami, Fla.

Jan. 11: RAB Clinic, Jacksonville, Fla.

Jan. 12: RAB Clinic, Birmingham, Ala.

Jan. 13: RAB Clinic, Atlanta, Ga.

Jan. 14: RAB Clinic, Augusta, Ga.

BMI
"Pin Up" Hit
LET ME GO, LOVER
RECORDED BY
JOAN WEBER . . . . . Columbia
TERESA BREWER . . . . . Coral
SUNNY GALE . . . . . Victor
PATTI PAGE . . . . . Mercury
HANK SNOW . . . . . Victor
CARMEN TAYLOR . . . . . Guyden
PUBLISHED BY
HILL & RANGE SONGS, INC.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Story of the 'Top 32'

THE comparative billings in radio and television of the 32 biggest radio-tv advertising agencies may denote, to the casual reader, a gloomier record for radio than is justified by the facts.

In contrast to a $131 million (37%) increase in tv business for these leading agencies, their radio billings dropped $16.5 million, an 8% decrease from the radio spending of the 32 leading agencies of 1953. (Because of 1954's round of rate "adjustments" they probably bought more time for fewer dollars.) These figures, however, should by no means be taken as an indication of how radio as a whole is doing.

Detailed reports of total 1954 radio volume are not yet compiled, but preliminary studies by B•T indicate that radio has just about held its own this year. Even if it had slipped a bit, the volume would still be impressive. In 1953, radio time sales were nearly half a billion dollars. Figures in the order of that for 1954 will not be those of an expiring industry.

As we pointed out a year ago when we published our survey of leading radio-tv agencies, billings were showing vast advances for tv and meager gains for radio. Even then, radio was stabilizing into a mature business, while television grew with the rapidity of the young.

The situation persists today. If tv were not expanding much more rapidly than radio, it would be a sick child indeed.

Gross figures alone do not tell the story of radio and television. As by far the more expensive media of the two, television is bound to represent an increasingly larger total dollar volume than radio. Yet despite the discrepancies in dollar volume, radio will continue to be a basic medium.

New Game of 'Monopoly'

EVERY SEGMENT of the advertising business (of which broadcasting is an integral and expanding force) should be alerted to plans being incubated for the next Congress which could strike a crippling blow at our free competitive enterprise concepts.

Every advertiser, every agency and every medium has a life-and-death stake in the kind of legislation that is being fomented for the "split-administration" with the Democrats controlling Senate and House while the Republicans hold forth at the other end of Pennsylvania Ave. Underlying it all is the quest for the Presidency in 1956.

"Monopoly" is the key word. It connotes "big business." Politicians figure they can't lose by attacking bigness. Hence, the project of Sen. Kilgore of West Virginia to strike at "monopoly" in communications and electronics—from the manufacturing companies at the top, through networks, their owned stations, newspaper ownership of broadcast stations and even joint am-tv station ownership.

The Federal Trade Commission has become active in checking observance of cease and desist orders against advertisers, and whether commitments to tone down extreme claims have been complied with. The Dept. of Justice has raised an eyebrow toward advertising agencies, presumably checking expansion of larger ones to detect any trend toward anti-trust violations.

"Monopoly," according to our Webster's Collegiate, means: "Exclusive control of the supply of any commodity or service in a given market; hence, in popular use, any such control in a given market as enables the one having control to raise the price of a commodity or service materially above the price fixed by free competition."

Where, we would like to know, is there "monopoly" in any of the fields Sen. Kilgore, as the new chairman of the Senate Judiciary Committee, proposes to investigate? RCA is in the electronics manufacturing field, but it has at least two dozen powerful competitors. It is in the network field, but there are four tv networks and four radio networks. Many newspapers own radio and television stations, but more do not. And those that have broadcasting adjuncts in almost every instance have radio and television competitors.

We can conceive of no "monopoly" portents in the advertising agency field when there are more than 2,000 agencies, from the one-man shops to the multi-million billing establishments in the major markets, catering to all classes of clients.

Events of the past two or three years make some kind of a Congressional inquiry into the communications-electronics field inevitable. Inexorably the FCC will be drawn in, because there will be demands for explanations as to why many uhf stations are in a fix, why many television hearing cases have been delayed, why "de-intermixture" of uhf and vhf in the same markets hasn't been fostered, why given networks have affiliated with tv stations in given markets and dis-affiliated in others, why the existing multiple ownership rules and what about allegations of "trafficking" in licenses.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Just listening to you two gals has given me an idea for a brand new soap opera!"

Congress is going to take a look. Whether it will be the Kilgore Committee or whether agreement will be reached to allow the so-called Bricker investigation to proceed under the aegis of the Senate Commerce Committee may be settled early in the next session. It would be wasteful and onerous to have both committees try to cover the same ground.

Whatever the situation, everything that has developed in communications-electronics has been legal and within the existing law and the regulations. If Congress should determine that new laws are needed, it should write them.

The danger is that over-zealous politicians in their quest of headlines and votes, will do violence to our system of free, competitive enterprise—a system which has made America the economic and sociological leader among all nations.

Oh, Say Can You See (for a Fee)

MANY broadcasters, receiving from Life Music Inc. proposed license agreements plus a list of some 2,000 tunes, including the *Star Spangled Banner* [B•T, Dec. 13], have written to us asking whether they should sign up with Life Music and pay the fee of their highest half-hour rate per year for two-year licenses to play Life-controlled music.

Whether any station should take a license from any music performing rights licensing organization—BMI, ASCAP, SESAC, Life or any other—depends entirely on the music needs of that particular station. That's a matter which each station management must decide for itself.

Without presuming to direct any broadcaster's decision (we are in the toils of attorneys who tell us there are applicable laws), we nonetheless feel impelled to suggest that each station program head examine the catalogues of music his station is already licensed to perform. Compositions in the public domain—and the *Star Spangled Banner* falls in that group—may be arranged in many different ways, and each new arrangement may be copyrighted. In time, arrangements themselves become part of the public domain, available to any user. Station operators may well find that the national anthem and other tunes on Life's list are already available to them either under their present licenses or through the public domain.

We repeat: each station management must make its own decision as to what licenses it needs to carry on its programming. The wise management will find out how well any license or combination of licenses meets its requirements before signing on the dotted line.

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complete coverage on every newscast-

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